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MID-WINTER INDEX NUMBER

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXIX NEW YORK, JANUARY 3, 1931 No. 1

Starting the New Year right!

D. Appleton and Company, 35 West 32nd Street, New York, announce January publication of the second set of romances in the OLD CITY FICTION SERIES. The first set was Edith Wharton's "Old New York," and now comes

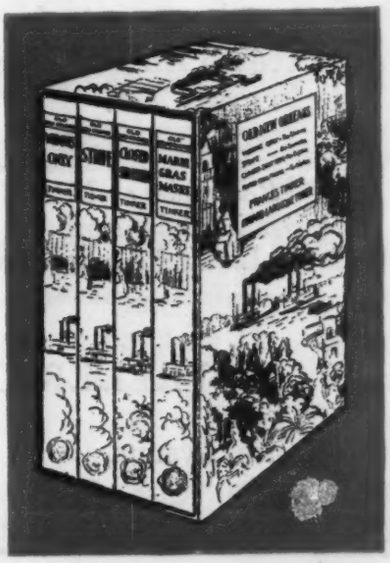
OLD NEW ORLEANS

Widows Only (The 60's) - Strife (The 70's) - Closed Shutters (The 80's) - Mardi Gras Masks (The 90's)

By Frances and Edward Larocque Tinker
Frontispieces by Joseph Pennell,
Decorations by Edward C. Caswell

A $5.00 sales unit in decorative box for your fiction counter that is as attractive as can be. Four romances (one in each volume) bring back other days in America's most romantic city.

These Are Appleton Books. (Ryerson Press, Toronto, distributors in Canada)



Let the Pershing Serial bring you orders NOW!

General John J.

Pershing's

MY EXPERIENCES IN THE WORLD WAR

The serial version of the Pershing War Memoirs—*containing only one half the material* to appear in book form in April—will run in newspapers throughout the country, beginning this month.

Tie up to the interest sure to be created by going out after advance orders for the First Edition of the book NOW. Posters, Advance Order Forms, Window Streamers—all helping you to *your* share of this fine January business—are yours for the asking.

Please note* for your own protection: we cannot guarantee to fill orders for the $25 Autographed Edition *after February 1st.

Remember: MY EXPERIENCES IN THE WORLD WAR will be published in April, in two lavishly illustrated volumes. Regular edition, $10; Limited Autographed Edition, $25.

FREDERICK A. STOKES COMPANY

443 4th Avenue, New York

THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. Vol. CXIX, No. 1
Subscription, $5; Canada, $5.50; Foreign, $6; 15c. a copy. Entered as second-class matter at the Post-Office of New York. London, D. H. Bond, 407 Bank Chambers, Chancery Lane. Copyright 1930 by R. R. Bowker Co.

A JEW IN LOVE

A JEW IN LOVE IS the hilarious tale of a sexual villain. It recounts the antics of a modernized Jew.

Jo Boshere, its central figure, is perhaps the most offensive, turbulent, and heartbreaking egoist that has yet appeared between book covers.

He is the Jew rampant, the cruel, capricious, and superior descendant of a Ghetto-bottled race.

His humor, his egomania, his greedy pursuit of love, and the pain which ultimately shatters his sterile heart make a ludicrous tragedy.

Boshere is a contribution to literature. He belongs in the gallery of heroes between Turgenieff's Bazarov and Stendhal's Julien Sorel.

This is the first novel Ben Hecht has written in four years and reveals a complete maturing of his style, his humor, and his story-telling power.

A Jew in Love makes its bid as a work of permanence and importance.

by BEN HECHT

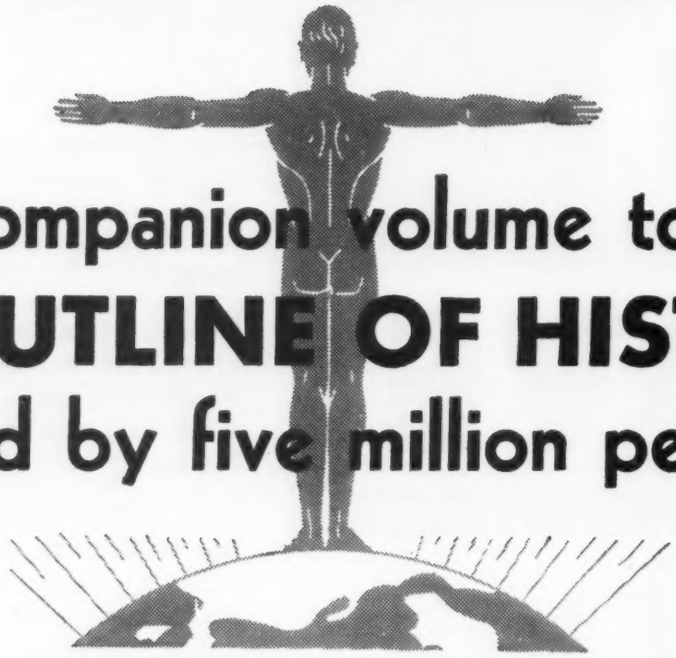
To be published January 26th $2.50

There will also be one hundred fifty numbered and signed copies, printed on Crane's Olde Book paper and specially bound, of which one hundred eleven copies are for sale at $10.00.

COVICI • FRIEDE • 386 Fourth Ave. • New York

Ready January 30th

THE SCIENCE OF LIFE



companion volume to THE OUTLINE OF HISTORY ...read by five million people!

What the "Outline" did for the history of man, this work does for *life itself.* It is "the story of all things living"... in 2 volumes, 337 illustrations, 1,514 pages, 600,000 words. It is the major publishing event of 1931. It is an amazing value at $10 the set. When you sell this first edition your profit is greater than on five ordinary novels. In this announcement we cannot hope to give the whole story of this monumental work. Watch the "P.W." for further details.

H.G.WELLS

JULIAN S. HUXLEY—G. P. WELLS

Published by DOUBLEDAY, DORAN

THE RIVERSIDE LIBRARY

Born before the dollar book era, this successful series continues to make favorite books available at popular prices, where this can be done without sacrificing booksellers' profits.

PREVIOUS VOLUMES

The Education of Henry Adams
Lee the American
O Pioneers!
Two Years Before the Mast
The Dance of Life
Emerson's Essays
High Adventure
The Luck of Roaring Camp
The Scarlet Letter
The Son of the Wolf
Torquemada
Uncle Tom's Cabin
Walden
Looking Backward
The Corsican
Representative Men
Roosevelt in the Bad Lands
Kwaidan
Country of the Pointed Firs
Cannibal-Land
Memoirs of a Revolutionist
The Standard-Bearers
The Little Book of American Poets
Cesare Borgia
Woodrow Wilson
My Garden of Memory

NEW VOLUMES

A DOG-PUNCHER ON THE YUKON
ARTHUR T. WALDEN

In this absorbing book of reminiscences, one of the most famous of American dog drivers—an associate of Rear-Admiral Byrd in the Antarctic Expedition—describes his adventures during the days of the Alaskan Gold Rush.

THE LOG OF A COWBOY
ANDY ADAMS

Douglas Branch in "The Cowboy and His Interpreter" called this true story of adventure in the old-time West, "the finest piece of literature that the cattle country has produced."

I LIKE DIVING
TOM EADIE

One of the most famous of navy divers—hero of the S4 disaster—tells a thrilling true story of undersea adventure.

CRIMES OF LOVE AND HATE
H. ASHTON-WOLFE

Strange adventures of a famous criminologist. "The most fascinating volume of real crimes I have ever read."
—*New York Herald Tribune.*

Houghton Mifflin Company

There is something about this book...

Many a man who bought it to give to his maiden aunt decided to keep it for himself!

Christmas is over but

AS WE WERE

goes right on selling

Nearly a month before holiday book buying commenced, this racy book of Victorian memoirs began to appear on numerous best seller lists. A Niagara of favorable reviews stimulated the public's curiosity. People began to buy; and as Christmas approached, they bought faster and faster. Everyone who had read the book wanted his friends to enjoy it too. Keep your eye on it now for big January sales. It's on the up and up!

AS WE WERE

A Victorian Peep Show by E. F. BENSON $4.00

LONGMANS, GREEN & CO., NEW YORK and TORONTO

from THE INNER SANCTUM *of* SIMON *and* SCHUSTER

Publishers* · 386 Fourth Avenue · *New York

On December 29 *The Inner Sanctum* will release a book called *Eva* (the shortest title since WE) and bearing the most original jacket of all time. It is by a Frenchman named Jacques Chardonne, and is therefore about love and marriage. Male customers who are fond of running down the female sex should be sold a copy of *Eva*; also females who believe in the infinite spinelessness of all males. In other words, one of those Psychological Dissections that make you smile and squirm at the same time.

The Inner Sanctum grabbed this book on the shrewd advice of VICTOR GOLLANCZ of London, ARNOLD BENNETT of *The Imperial Palace* and ANDRE MAUROIS of Princeton, Mr. BENNETT says of *Eva*: "Very fine indeed . . . it is pathetic, tragic, true as any novel could be, original, subtle and witty." And M. MAUROIS writes: "One cannot sum up in a few words a book the quality of which depends so much on the care of its detail, the fineness of its observation, and the graciousness if its manner."

Eva is for Discriminating Readers: you know those who despise any book that's gone above 7,000.

The boiling point on the Spring List is reached on January 22, with *A Night in Kurdistan* by JEAN-RICHARD BLOCH whose . . . *And Company* was so distinguished a success last year. This new novel is a romantic affair with a colorful Oriental background, a young Kurdish bandit and a Christian girl as the chief ingredients. All of which makes it easier to sell than was *And Company*.

It might be pointed out, however, that *A Night in Kurdistan* is a work of undeniable literature distinction, full of a wild poetry which has swept the critics of France and England off their feet. Watch the ads for glowing tributes from ROMAIN ROLLAND, ANDRE MAUROIS, HENTI BARBUSSE and the English reviewers.

The other January book (*The Inner Sanctum* is adhering to its schedule of few books if any) is OGDEN NASH'S opus which readers of the P. W. have had some news about.

Hard Lines finally became the title. Many alternatives had been suggested. The best in our opinion was *The Golden Trashery of Ogden Nashery*. The author correctly insisted that his name was Nash, which caused an anticlimax in the Titling Department (similar to the one brought upon FRANK TINNEY in the old days when he asked the orchestra conductor: "Why is an old maid like a frozen tomato?" . . . and when the conductor asked: "Well, Frank, why IS an old maid like a frozen *tomahto?*") JOHN FARRAR suggested *The King's English Murder Case* as a title, but since NASH revives the King's English, and detective-story readers being literal-minded and all that, that was out too. EDDIE CANTOR submitted *Poet and Pleasant*. *The Inner Sanctum's* best titler submitted *It Might Be Verse*, but since it might, and could, and is, and inasmuch as BERT LESTON TAYLOR once had a book of the same title, that too was out.

The Inner Sanctum insists on quoting NASH on every possible occasion, orally and typographically. Ergo, a few favorites:

Political Reflection

Like an art-lover looking at Mona Lisa in the Louvre
Is the New York *Herald-Tribune* looking at Herbert Houvre.

Family Court

One would be in less danger
Of the wiles of the stranger
If one's own kin and kith
Were more fun to be with.

Old Men

People expect old men to die,
They do not really mourn old men.
Old men are different. People look
At them with eyes that wonder when. . .
People watch with unshocked eyes. . .
But the old men know when an old man dies.

Unemployment

Possibly the greatest labor saving device in the history of the nation
It the present Administration.

Legal Reflection

The postal authorities of the United States of America
Frown on Curiosa, erotica and esoterica.
And I guess
That's a break for the American Railway Express.

Hard Lines retails for $1.75, and is dedicated "To Mrs. Parker, Mr. Hoffenstein, Mr. Roget and The Sweet Singer of Michigan, without a complete and handy set of whose works this book could not have been written so easily." It is illustrated (the word is profusely, or lavishly, or hilariously) by OTTO SOGLOW of *The New Yorker*. It is altogether too chastely bound. It has a gorgeously homely jacket, the gorgeousness supplied by the Art Department of *Doubleday, Doran*, and the homeliness by the finishing touches added by Your Correspondent, who hereby predicts that the book, paper, type, illustrations, binding, jacket, and oh yes, the verse will make things exciting beginning January 15th.

—ESSANDESS.

January 12th Publications

LETTY LYNTON
by Marie Belloc-Lowndes

Bound to be a seller. A full-length, thrilling story which one customer after another will recommend to others. $2.00

CLAUS THE FISH
by Hermann Rossmann

A beautiful book of fiction. Claus the Fish may be taken either as a strange creature of the ocean, half-human and half fish, or as the embodiment of the last dreams of a drowning fisherman. $2.00

OUR GODS ARE NOT BORN
by Charles R. Walker

Nine short stories which deal with the adult American groping towards maturity. $2.50

HORATIO NELSON
by George Edinger & E. J. C. Neep

Brings Nelson down from his lofty pedestal in Trafalgar Square and places him where the world can get a look at him. *Illustrated,* $3.00

FIFTY GAMES OF SOLITAIRE

Edited by PAUL W. KEARNEY. Includes games for two or more players. With 29 illustrations. $1.00

JONATHAN CAPE & HARRISON SMITH

139 EAST 46th STREET **NEW YORK, N. Y.**

TO BE PUBLISHED FEBRUARY 6th

BEHIND THE GREEN LIGHTS

BY CAPTAIN
CORNELIUS W. WILLEMSE

You can sell this book not only because it is the timely and exciting story of a hard-boiled detective, for twenty-five years a member of the New York Police Department, but also because Captain Willemse has already acquired a large public, having given over 200 lectures, always referring to his forthcoming book by its title; because he started as a "bouncer" in a Bowery saloon, and from rookie patrolman became an officer in the Homicide Squad; because he was responsible for ending the reign of Little Augie, Kid Dropper and others; because he was known to the force as "the gang-buster" and to the underworld as a "square cop"; and because Police Commissioner Mulrooney has said, "I am sure that he is well qualified to set forth some of the problems which this department has to combat." 11 pages of illustration in halftone. 5¾ x 8¾", 384 pp.

$3.75

ALFRED A. KNOPF | BORZOI BOOKS | 730 FIFTH AVE. N. Y.

TO BE PUBLISHED JANUARY 23rd

MISS AMERICA

BY W. J. TURNER

"This is the story of a lovely lady
Whose heart was pure, although her mind was shady."

The above lines from the introduction can only suggest the delightful mood of this satiric poem on modern American womanhood. The "lovely lady" tells in the first person her thoughts on love, marriage, sex, and life in general and boldly outlines her career. The result, though it is really a subtle indictment of American life, is uproarious. It is easy to foresee that it will be tremendously popular.

"I married a young college man, an athlete,
Because I was afraid of having children
And he was boyish, virginal and manly;
Sexually our marriage was complete;
We had three daughters; . . . . ."

"To leave one husband just to get another
Seems aim enough for most, and they are blameless;
This must be progress, there can be no other;
Onward from good to better with due legality
Is this not perfect American morality!"

"And now alas I find as I grow older
My passions grow more desperate and bolder."

BOUND IN CLOTH, 5¼ x 7¾

$2.00

ALFRED·A·KNOPF | BORZOI BOOKS | 730 FIFTH AVE N·Y

TO BE PUBLISHED JANUARY 23rd

TWO EXCELLENT NOVELS

BUT NOT FOR LOVE

BY BEATRICE KEAN SEYMOUR

The author of FALSE SPRING has written with greater skill than ever before of first love, passion and the problems that the younger generation has to face. Primarily a love story, BUT NOT FOR LOVE shows Vickey Jardine, the talented daughter of an English novelist, searching for romance without the cynicism of the London drawing-room; but it is more than just a love story for Mrs. Seymour has something to say to the youth of the world today. With a pictorial jacket by George Annand. 5¼" x 7¾", 310 pp.

$2.50

THE JEALOUS GHOST

BY L. A. G. STRONG

Anyone interested in the subtle relationships between sensitive people will delight in this novel about a summer house-party in Scotland. The author has been referred to as possibly "the next great English novelist," and justly. He can present his characters in such a way that the reader not only meets them but feels that he can rely on them as friends. Mr. Strong writes with a delicate touch; his humor almost approaches whimsicality, but always remains engaging. His dialogue is remarkably vivid, and his children, of which there are two in this story, are as fascinating as any to be found in fiction. A novel that you can recommend to everyone, that will be a success with your most discriminating readers. Binding design and title page by W. A. Dwiggins. 5⅛" x 7¾", 309 pp.

$2.50

ALFRED·A·KNOPF | 730 FIFTH AVE·N·Y

TO BE PUBLISHED FEBRUARY 20th

NIGHT CLUBS

BY JIMMY DURANTE & JACK KOFOED

Nearly everyone is interested in night clubs whether they have ever been in one or not. There is something so illogical and yet so human about people who are willing to pay fabulous prices for the privilege of sitting all night in a smoky room, and they represent only one phase of the racket as Jimmy Durante has seen it. In this story of his own romantic career so identified with Broadway and the people who keep the lights burning, he writes of the hoofers, blues singers, chorus and cigarette girls, and spenders just as he has known them since he started pounding a piano in a Coney Island dance-hall twenty years ago. He tells of the places where he has worked, of the places he has run and owned, of the amusing situations and the plain hard work. Jack Kofoed has included a sketch of Durante in his introduction and has mentioned one or two places that Jimmy did not know so that his unique volume is complete as a history of night clubs in and about New York. 5½" x 8⅜", c. 250 pp.

16 illustrations in half-tone

$3.75

ALFRED·A·KNOPF | BORZOI BOOKS | 730 FIFTH AVE·N·Y·

WESTWARD HO!

Long winter nights are ahead! Nights reserved by western-story fans for their favorite sport—reading of the range. We have chosen two "Westerns" for our spring list. Each is a Model 1931 thriller by well-known authors who have themselves worn "chaps" and ridden the range—two branded "Books of Quality from the House of Dutton."

APACHE

By

WILL LEVINGSTON COMFORT

Here's a western novel with more truth in it than fiction—the life-story of Magnus Colorado, the famous Apache chief. Will Comfort has canvassed the West to verify each detail. Magnus got his name of "Red Sleeve" by killing two of his fellow tribesmen in a knife duel, emerging victor with his right arm drenched in blood. All the drama of the passing of the Indian is mirrored in his career. History, biography, woodcraft and Indian lore give backbone to this virile story—as authentic as it is thrilling. *January 20th.* $2.50

MAVERICK MAKERS

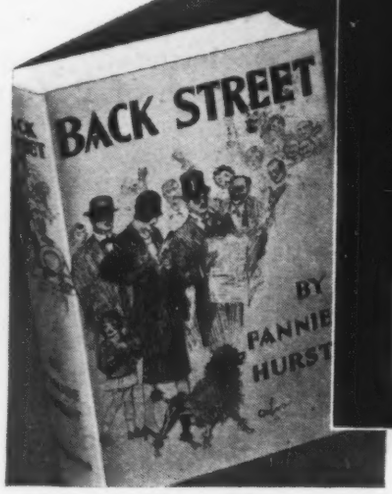
By **DANE COOLIDGE**

Racketeering invades Arizona! Even the great Cattle Company is helpless before the marauding "Maverick Makers"—until Jeff Standifer packs his guns and hits the trail to round them up. Here's a double-barrelled Western with plenty of punch and romance. It has all Dane Coolidge's previous successes behind it, "Horse Ketchum" and "Gun Smoke"—and the farther he goes, the better he gets! *January 13th. $2.50*

Order now! This signature with your order mailed before Jan. 10th entitles you to the maximum traveller's discount.

E. P. DUTTON & CO., Inc., 300 Fourth Ave., N. Y.

P. W. 13



first OF ALL IN 1931

FIRST *in Fannie Hurst's books*

● BACK STREET is, plainly, a novel of human beings and human relationships . . . the story of a woman who loved greatly enough to live in the Back Street of a man's life. It runs a thirty-year course from the nineties to now, filled with the little ephemeral things that mark all times, the big dateless things that make all life. It is a work of stature and majesty and magnificence; the triumph of a real artist.

FIRST *in Advertising*

● We doubt that another book this year will be introduced by a campaign equalling BACK STREET. The regular book channels will, of course, be thoroughly exploited. But over and beyond Mr. Duffus' 225,000, there is a larger market where Fannie Hurst is loved, read and followed but where book advertising seldom reaches. BACK STREET advertising *will* . . . and emphatically.

BACK STREET by Fannie Hurst

FIRST *in Readers*

● BACK STREET falls into no groupings—'highbrow', 'class', 'popular' or otherwise. It asks simply readers who are alive, who feel things. *It* is alive, *it* feels things . . . with a force and grandeur that make it life, that make it literature. And these are two that have never needed the pat distinctions of specialized appeals.

Publication January 17th. Price, $2.50. Striking jacket by ORSON LOWELL. De Luxe limited autographed Edition of 250, boxed, $5.00

●

COSMOPOLITAN BOOK CORPORATION

Easy TO SELL — Easy TO RENT

Venus on Wheels

by Maurice Dekobra

author of THE MADONNA OF THE SLEEPING CARS

A brilliant novel of modern sophistication. The famous author observes the amusing effects of an intimate association between an honest woman and a poor little courtesan whom she takes out of a French night club for an experiment in moral uplift. Only Dekobra has the proper adroitness to make this story completely delightful. $2

Palm Beach

by Cornelius Vanderbilt, Jr.

author of *Reno*

America's most glittering winter playground has given Mr. Vanderbilt the scenes and characters for this sharp-eyed revelation and lively social satire. It is by far the best of his novels —the story of a debutante's first season of lavish parties and her adventures and misadventures at the marriage bargain counter, where wealth and titles and celebrity clash with more vital human needs. $2

Black No More

by George S. Schuyler

The discovery of a serum that turns negroes into white people is the basis for a smashing satire on all race problems. "The only negro satirist" gives a devasting picture of a national social panic. $2

Dude Ranch

by Milton Krims

The owner of a dude ranch stages a movie-like version of cowboy adventures for his guests by using a stranded theatrical troupe. Hilarious farce that takes a serious, exciting turn. $2

Towards the West

by M. Constantin-Weyer

author of the *Goncourt Prize Novel,* A MAN SCANS HIS PAST

The courageous adventures of a simple-hearted half-breed who tries to win a wealth of furs with which to pay bride money for his sweetheart, and who returns to find her betrayed. $2

The 13th Murder

by Frederick G. Eberhard

A man eminently skilled in medical science completely baffles police and terrorizes a whole city until his luck fails in the 13th murder. $2

Ranger Bill

by Clem Yore

author of DUSTY DAN DELANEY

A Texas ranger comes to grips with city racketeers and bank bandits; with an armful of romance. The author commands the raciest spoken dialect in America. $2

The Round Table Murders

by Peter Baron

author of THE OPIUM MURDERS

A fellowship of thieves becomes a bitter camp of desperate murderers when the leader dies, and a terrible Poacher breaks in upon the loot. $2

January Books ***Macaulay*** ***Publishers*** ***N. Y.***

"The finest woman novelist in France,"
says ARNOLD BENNETT
of COLETTE

THE GENTLE LIBERTINE

By COLETTE

From the age of fourteen, Minne dreamed of the perfect lover. Small, blonde, and cold, she moves through the perfumed world of sex after her marriage, seeking vainly for the love she has longed for all her life. Yet through her life of sex obsession her soul remains untouched.

Publication January 22nd, net, $2.50

THE MURDERER INVISIBLE

By PHILIP WYLIE

A new kind of mystery—the story of an invisible man who terrorized New York single-handed. *January* 8, *net* $2.00.

MURDER IN A HAYSTACK

By DOROTHY ALDIS

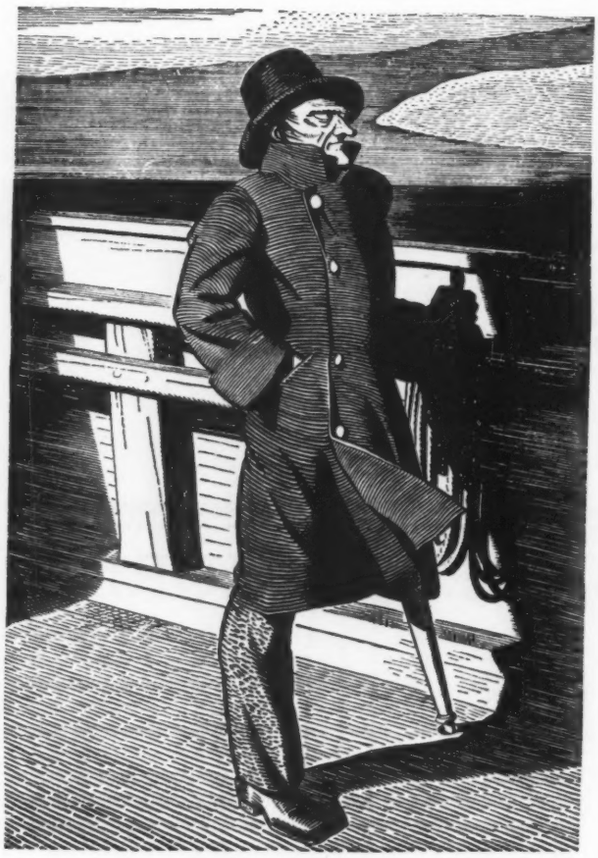
The story of a treasure hunt that ended in a murder—a brilliant society tangle of love, hate and mystery. *January* 22, *net* $2.00.

FARRAR & RINEHART,

IMPORTANT ANNOUNCEMENT

A "January Special"

THAT WILL CHANGE WINDOW-SHOPPERS INTO BUYERS



Sponsored by
BREWER & WARREN

R H *and* RANDOM HOUSE

HOW TO GET THESE PRINTS

Prints are sent only with books. Both books may be ordered *on one order* from *either* publisher, or from your jobber. No prints supplied with books *after* January 31st.

HOW TO USE THEM

First, and foremost, put them in your window. With them put copies of "Moby Dick" and "N By E", and a card announcing your special offer. (Cards supplied by publishers on request.) Hang them up in the store, too, over the counter where the two books are. Always display the books and the prints together.

Order from

Offer your customers one of these ROCKWELL KENT prints 12½" x 16½" FREE with each copy of "N by E" or "MOBY DICK" . . . HERE IS THE PLAN:

The time to make money on books is when people are buying them! Every bookseller has shared in the tremendous holiday sale of ROCKWELL KENT'S two best sellers "Moby Dick" and "N By E." But that sale was only a sample of what these books can do.

75,000 people who received "N By E" through book club and bookstore, are ready to be sold "Moby Dick." 75,000 more who received "Moby Dick" are ready for "N By E". To clinch these sales RANDOM HOUSE and BREWER & WARREN are cooperating to enable you to offer your customers during January a "special" so attractive that it is irresistible: two large and beautiful KENT prints, ready for framing, facsimiles of illustrations from the books. With "Moby Dick" you can give *Captain Ahab*, with "N By E", *Close Hauled*. These prints are *not for sale*. They go with the books. The publishers (and jobbers) will supply prints with all orders received between December 31st and January 31st. *None will be furnished after January 31st*. Order at once.

RANDOM HOUSE
20 E. 57th St., New York

or from

BREWER & WARREN
6 E. 53rd St., New York

To the Bookseller and His Staff

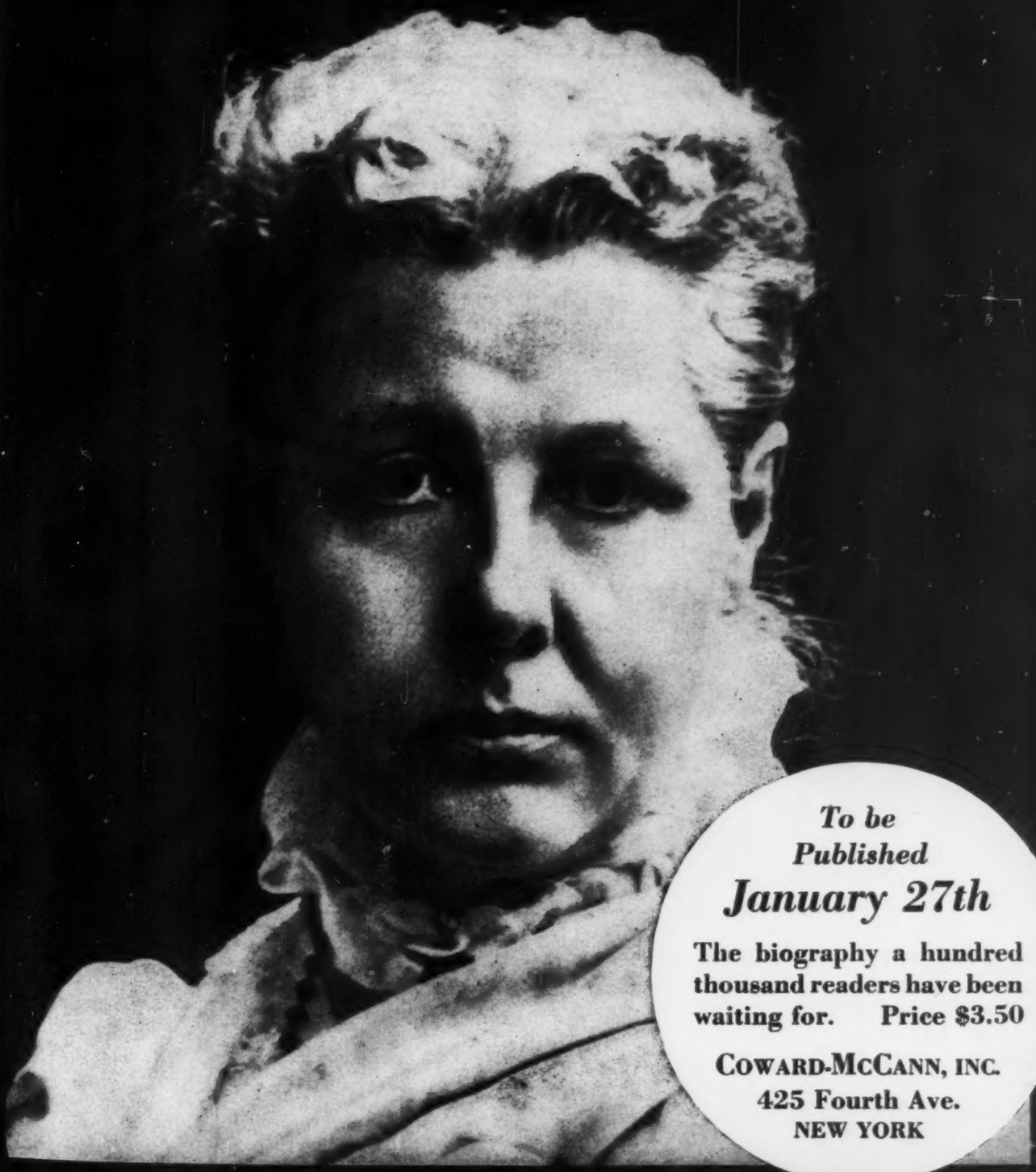
Beginning with the second issue in January, we start a series of special monthly supplements on SELLING STAPLE STOCK, the bread-and-butter books of the bookstore. We want to make this department a place for the exchange of ideas, so that merchandising plans and experiences of one part of the country may be made available in others. We should, therefore, especially appreciate any stories from your shop as to successful experiences you have had in selling such stock as dictionaries, atlases, Bibles, standard poets, pocket libraries, cook books, game books, recent books that have made their place, or any one of a score of other classifications that will occur to you. If you will send in the story of your successful experiments, we shall be glad to pay for all usable contributions, and we should appreciate the chance of considering any pictures that may be taken of displays that you carry out.

We want this department to be not a place of preaching but of practice—in other words, a "true story" department about selling the type of books for which every dealer has a market. Your help in this would be greatly appreciated.

The Editors of
PUBLISHERS' WEEKLY

THE PASSIONATE PILGRIM

A LIFE OF ANNIE BESANT



To be Published

January 27th

The biography a hundred thousand readers have been waiting for. Price $3.50

COWARD-MCCANN, INC.
425 Fourth Ave.
NEW YORK

GERTRUDE MARVIN WILLIAMS

AUTHOR OF

"UNDERSTANDING INDIA"

TWO THIEVES

MANUEL KOMROFF

AUTHOR OF
CORONET

To be Published
January 27th

Strikingly original historical romance with all the sales qualities of *Coronet*. $2.50

COWARD-MCCANN, INC.
425 Fourth Ave.
NEW YORK

A NEW DEVELOPMENT IN BOOK DISTRIBUTION!

AS OF JANUARY 1st 1931

An organization to insure publishers more effective distribution of books in the South and Mid-West

THE PLAN: To afford all publishers for whom we sell the opportunities to get more intensive and more frequent coverage of the territory than it would be practicable for them to undertake singly.

ADVANTAGES: ***Five Trips a Year:*** Two Spring trips, two Fall trips and a Fall pick-up trip.

More Intensive Coverage: We will go to 116 towns, we will see bookstores and libraries that an individual publisher usually does not visit. The details of our drive for new accounts have been carefully planned in advance and will be of interest to you.

Lower Sales Cost: We work on a commission of 10% to 12½% on ledger accounts.

Sales Offices: A New York Sales Office at 386 Fourth Ave. and in June a Southern office, both of which will attract buyers who do not have time to see each publisher.

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About Our Fiction

Most fiction is done in a month, or two. A great deal of it never gets going at all. ¶ Perhaps our books are not any better than those of other publishers, but they sell longer; possibly because of their clean, wholesome character, the attractive make-up and the continued advertising. Frequently a novel of ours will sell a year or more. ¶ And all of them are eagerly awaited by the reprinters.

Of the six novels published in the fall, all have been selling well throughout the entire season and all are sure to sell during the spring. Large advertising campaigns are planned for all of them.

WILD WIND by Temple Bailey
FIRST PRINTING 50,000

LIGHTED WINDOWS by Emilie Loring
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EASY STREET by Elizabeth Stancy Payne
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ANNIE MARRIES AGAIN by Louise Platt Hauck
FIRST PRINTING 10,000

THE SUN SETS RED by Stanley Hart Cauffman
FIRST PRINTING 5,000

SOPHIE by Frances R. Sterrett
FIRST PRINTING 5,000

THE PENN PUBLISHING COMPANY
PHILADELPHIA

Distinctive Novels for January

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by May Edginton

A gay story of an irrepressible girl who tries earnestly but futilely to be serious and purposeful. $2.00

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by Mary Badger Wilson

Two young people work out their own salvation and save a marriage which threatens to end in the maelstrom of the modern divorce court. $2.00

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by Gertrude Pahlow

A poor girl attains wealth and social position through a clever deception, but she finds that deception is a precarious foundation on which to build happiness. $2.00.

SYLVIA

by Louise Platt Hauck

Sylvia was the victim of unrequited affection, so she sought the high mountain peaks in which to heal her broken heart. A tender, appealing love story. $2.00

THE PENN PUBLISHING COMPANY

PHILADELPHIA

31. **THE BOOK OF MARRIAGE** by Count Keyserling and others. *Modern marriage as seen by the world's foremost thinkers.*

32. **CASANOVA** by S. Guy Endore. *The known and unknown life of the world's greatest lover.*

33. **The Story of WALL STREET** by Robert Irving Warshow. *The inside story of the rise of great fortunes.*

34. **THE FALL OF THE RUSSIAN EMPIRE** by Edmund A. Walsh. *The whole tremendous drama of the Russian upheaval.*

35. **PIS, S DIOS** *picture*

36. **JN D** n K. *ler mi*

BLUE RIBBON BOOKS 4 B

...and back up the wish with these 6 new PROFIT MAKERS

COMING
JAN. 21st

5. PARIS, SALONS, CAFES and STUDIOS by Sisley Huddleston. *An intimate picture of the noted and notorious in Paris.*

6. JOHN D: A Portrait in Oils by John K. Winkler. *The mystery behind the Rockefeller millions.*

Check Your Stock

OF THESE BEST SELLERS, OVER HALF A MILLION SOLD TO DATE

1. **WHY WE BEHAVE LIKE HUMAN BEINGS,** by George A. Dorsey, Ph.D., LL.D.
2. **MOTHER INDIA,** by Katherine Mayo.
3. **BLACK MAJESTY,** By John W. Vandercook.
4. **EVOLUTION FOR JOHN DOE,** by Henshaw Ward.
5. **EXPLORING YOUR MIND With The PSYCHOLOGISTS,** by Albert Edward Wiggam.
6. **UP THE YEARS FROM BLOOMSBURY,** by George Arliss.
7. **SEX AND THE LOVE-LIFE,** by William J. Fielding.
8. **THE BOWL OF HEAVEN,** by Evangeline Adams.
9. **MICROBE HUNTERS,** by Paul De Kruif.
10. **A SHORT HISTORY OF WOMEN,** by John Langdon-Davies.
11. **THE ROAD TO BUENOS AYRES,** by Albert Londres.
12. **BENJAMIN FRANKLIN,** by Phillips Russell.
13. **FIX BAYONETS!** by John W. Thomason, Jr.
14. **THE BEST LOVED POEMS OF JAMES WHITCOMB RILEY.**
15. **ROAMING THROUGH THE WEST INDIES,** by Harry A. Franck.
16. **BISMARCK,** by Emil Ludwig.
17. **LIFE OF THE BEE,** by Maurice Maeterlinck.
18. **ADVENTURES IN ARABIA,** by W. B. Seabrook.
19. **JOHN PAUL JONES,** by Phillips Russell.
20. **HAPPINESS IN MARRIAGE,** by Margaret Sanger.
21. **THE RISE OF THE HOUSE OF ROTHSCHILD,** by Count Egon Caesar Corti.
22. **EAST OF THE SUN AND WEST OF THE MOON,** by Theodore and Kermit Roosevelt.
23. **SAILING ALONE AROUND THE WORLD,** by Captain Slocum.
24. **LIFE OF CHRIST,** by Giovanni Papini.
25. **PENGUIN ISLAND,** by Anatole France.
26. **A BEACH COMBER IN THE ORIENT,** by Harry L. Foster.
27. **NAKED TRUTH,** by Clare Sheridan.
28. **BLACK LAUGHTER,** by Llewellyn Powys.
29. **PLUCK AND LUCK,** by Robert Benchley.
30. **MRS. EDDY,** by Edwin Frandin Dakin.

Write today for the striking new 1931 Blue Ribbon display material. Counter and window displays lithographed in many attractive colors. These displays bring business!

each $1

43 FOURTH AVENUE NEW YORK

1925 A Six-Year Report to our Star Do

Gentlemen:

As we enter the sixth year of publishing STAR DOLLAR BOOKS, it seems fitting and proper to look back on what we have accomplished together, to see the mistakes we have made so that we may benefit by them, and to look ahead to see what the future may hold for us both.

Many of you, doubtless, will remember our humble beginning in the fall of 1925. Most of you were skeptical, naturally. And frankly so were we. Not only were popular-priced *non-fiction* books untried, but the dollar price for books had not been established. This meant real pioneering for us both.

Probably our first and greatest mistake was the uniform striped jacket boldly proclaiming the Dollar price. When our sales before Christmas dropped to almost nothing we realized what was wrong. Donors of gifts did not want the purchase price displayed. Furthermore, there was neither appeal, nor hint of the type of book in the uniform striped jacket.

Therefore, at a large expense, new, individual jackets, without price, were made, not only for our stock but for yours as well. Immediately sales improved. Now the books had appeal. Their colorful jackets not only gave some indication of the contents, but also helped to make attractive displays. Then the separate bands, "NOW $1.00," were added. These stressed the price, but could be removed when the books were purchased for gifts. We had surmounted, with your help, our first obstacle.

Not content, we felt that STAR DOLLAR BOOKS could be still further improved. Illustrations, where available were added. Stained tops further enhanced their appearance and value. In some, decorative end papers were used. Cloth and stamping were improved, also quality of paper. Descriptions of titles were printed on the inside of the jackets. All these improvements tended to increase the sales.

About this time, we began to realize the sales possibilities. New and better titles were added through the cooperation of publishers and authors. As the list grew our sales grew. Apparently, as our list increased, larger sales would follow. But *would* they? This was time for sober reflection. Would one hundred titles sell twice as well as fifty, and two hundred twice as well as one hundred? Here was an important question to be decided.

After due consideration, investigation of other series, and consultation with booksellers, we came to the following conclusion. The natural tendency in publishing was more and more titles. As the lists of publishers grew, the space in the stores did not increase in proportion. *The result was fewer sales per title, and the consequent elimination of poorer sellers.*

We had already pioneered. Why not continue? There and then we decided. Booksellers had only so much room to give to dollar non-fiction books. It was up to us to provide them with enough titles, but *no more* than they could sell in satisfactory quantities. Although we could easily increase our list to two or three hundred titles, we knew it would be a mistake. One hundred titles, were decided upon, to be the maximum the average store could handle to advantage. Our policy is to keep adding stronger titles, and dropping the slower ones, *but never to have over one hundred!* Hardware stores do not carry fifty kinds of vacuum-cleaners, and grocers do not stock fifty brands of coffee. They carry only the brands *most in demand.*

Most in demand! Here was another problem. After all, why shouldn't books be merchandised as other commodities? They say it is impossible, but we believe it can be done. First, give people something they want; second, good value at a reasonable price; third, letting them know about it. We studied other products from cigarettes to automobiles. Then we checked up to see how our product measured up to the three requisites for success. *First,* we *were* giving people something they wanted—because, by making the original editions best-sellers, people had *already proven* that they liked the STAR DOLLAR titles. Second,

Dollar Book Selling - Partners 1931

the STAR DOLLAR product was right and the price was right. Third—did the public know of our books as they knew of Lucky Strikes, Radiolas, and Buicks?

NO—*that* was the weakness. But how *could* we advertise when (to make a STAR BOOK of such quality for only $1) no margin for advertising expense was available? Further investigation then disclosed a very interesting fact. An article offered in direct mail order advertising created a corresponding demand in the stores. Most people prefer to see an article and handle it (and often ask questions) before purchasing. On the other hand, a large number order by mail due to distance from stores, confinement at home, or other reasons. Apparently, any advertising should reach all classes of buyers to be one hundred percent effective.

In order to make advertising on STAR DOLLAR BOOKS possible, the idea came to us that enough direct orders might be secured from mail order buyers to pay for *part* of the expense, while the increase in store sales might take care of the balance. At least, it warranted a trial. If people would mail a coupon agreeing to pay $1.10 per copy, surely it would not interfere with stores selling them for $1.00 per copy. We even put in each advertisement, "At your Bookseller, or use the coupon."

What was the result? At first, a few stores felt we were trying to reach their customers. But when we explained it all to them and they saw their sales increasing, as people brought marked ads to their stores, they were convinced that this—the only plan that made STAR DOLLAR advertising *possible* at all—was actually *profitable* to them!

Another advantage of the advertising is that it shows quickly what type of book is most in demand, and also, through experimenting, what makes the strongest appeal. In this way we found out—through test-advertising—that stressing the price *of the original edition* greatly increased the sales. Immediately, the trade was supplied with new bands, "Original edition was $5.00—STAR EDITION NOW $1.00." Again sales took a big spurt, as you know. All our display material is concerned on "price comparison"—original vs. Star Edition.

No business venture can be successful without the full cooperation of all concerned. Consequently, since we feel that you are partners with us in this publishing enterprise, we want you to know and understand the underlying policies which have made it successful.

We are constantly striving to improve the saleability of the books by improving their physical appearance. We are strengthening the list by adding better titles and dropping slower ones (already forty-seven have been dropped.) We are trying, through advertising, to help increase your sales. Everything is being done to help you sell more STAR DOLLAR *non-fiction* books. If we thought more titles would do it, we would give them to you. But we feel sure you will agree with us that you can only handle to advantage the number you already have. To add more titles to your stock would be against the policy which has proved so successful.

Although this is written in the spirit of a personal letter, it is not possible to send it in that form, but we hope you will consider it as such. As mentioned above, we want you to feel that this is as much your business, as it is ours. Anything that we can do to help each other will be for our mutual good. Suggestions and criticisms are always welcome, and we hope will be freely given. We would like to take this opportunity to thank you personally for the part you have played in making this undertaking successful, and we hope that, through cooperation, the future will hold much for us both.

Sincerely,

Robert F. Delgraff

GARDEN CITY PUBLISHING CO., INC.

Circulating libraries
will want for their readers

NO GOODNESS IN THE WORM

by GAY TAYLOR

It is the story of three young women who, like many modern women, find themselves questioning, "Now that we work like men, play like men, now that we see with the eyes of men, we can admire men as friends but can we endure them as husbands and lovers?" A courageous, dramatic novel written with distinction. It will be popular.

TO BE PUBLISHED JANUARY 8th

$2.50

On the day after Christmas we received orders for over 600 THE DEEPENING STREAM by Dorothy Canfield. This book will "hold over."

HARCOURT, BRACE AND COMPANY
383 Madison Avenue, New York

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JANUARY 3, 1931

Our Acid Test

Alfred Harcourt

President of Harcourt, Brace & Company

THE booktrade was so interested and helped by Alfred McIntyre's outline of publishing policies in the *Publishers' Weekly* in its first issue of last January, that the editor asks me to attempt to furnish a companion piece for 1931. I reminded him of Will Rogers' New Year's wish—that all the prophets of prosperity would cease their prophesying. They have been so consistently wrong that when a banker or Chamber of Commerce official announces the end of the business depression people generally have come to expect the appearance of some new symptom in the already sick enough industrial society. I told the editor that almost any business observations in public would now sound especially foolish. Then we dropped the subject of prophesies and began to talk shop. When he left he asked me to take a chance and put down what we had been talking about, and my share of that would amount to something like the following:

It is my guess that the recovery from poor business will be gradual. We've had fat years and they may be followed by lean years rather than lean months. But even the past lean year has shown how almost irresistibly some good books have, without any unusual advertising or stunt promotion, found their way to a large sale—a larger sale than they would have enjoyed ten years ago—and at list prices which made no concession to panic and which have a proper relation to cost of manufacture, authors' royalties and the expense of doing business. It has become increasingly clear that the reason for a book's sale is more nearly where it always was than some publishers and authors have suspected, namely, between the covers of the book itself. Hard sledding for mediocre books will do no one any lasting harm. The spectacle of a book with the real breath of life in it finding its way through bad times, and at a fair price, to a large and satisfied group of readers is splendid, and the tough time for mediocrity is scarcely less encouraging.

If any work of authentic genius has been temporarily stifled by the undigested inventories of publishers and retailers, it will probably persist through even a small circle of admirers until better times and some circumstance brings an audience. Even this year "The Fortunes of Richard Mahoney" has come to life again, as has "Pelle the Conqueror"—to mention only two titles within my personal experience.

As to the problems of sales promotion, advertising rates have not come down yet, though special discount arrangements here and there forecast a realization of the conditions. Last year existing contracts helped keep up the volume of publishers' advertising, though it shrunk significantly. With the booksellers and the public looking with an increasingly cool and fishy eye at the experimental or made-to-order books and at the ballyhoo about them, the space which publishers can afford to use for real books may be increasingly effective.

Hard times give an acid test to the whole distributing machinery, and here the natural course of events will give the answer. If certain sorts of books find their

distribution through drug and cigar stores, that may not be so bad. One gets about the same sort of sandwich in an automat as in a good hotel, and a really good restaurant doesn't suffer disastrously from the competition. In fact, the owner of the best restaurant in town is probably relieved to have the automat customers taken care of elsewhere. He is, perhaps, wise not to spend too much time worrying about them or attempting to compete for them.

Books on questions of the day may enjoy a renewed and wider distribution because of the business depression. They were widely read until a period of extraordinary prosperity smothered interest in proposals for social and economic experiments and readjustments. Hard times may revive interest in books on many aspects of the subject which R. H. Tawney so significantly summarized in his title "The Sickness of an Acquisitive Society."

The American publisher has, I believe, a constantly expanding domestic market to which his books have only begun to penetrate. The generation now reaching adult economic independence is more used to the idea of books as part of daily life than is the generation just passing away. The public and the school library, to mention only two agencies, make books the familiar object of every day life to the youth of the country. Each year a larger proportion of these boys and girls should continue to read after they leave school and college.

Former Vice-President Marshall's statement that "what the country needs is a good five cent cigar" could be paraphrased for the booktrade in 1931. A few dazzlingly good books that sweep the country would do more for the booktrade than any scheme of merchandising or exploitation. I hope some publishers sell half a million of certain titles in 1931. That would not only profit themselves, but would also help the sales of other books for the trade generally. When such a book shows its head above the stream, every one should, for the general welfare of the trade, further its sale by all means in his power.

Turn the Business Barometer Upside Down

James Nelson

of Harper's Magazine

THE time has come for a new kind of business forecasting. Let us stop guessing about next year's book business and instead look at the bright spots in book sales during 1930 and other years of business depression.

Everybody knows we've just been through a precarious book season, that we've had others during previous years, and that we expect a precarious 1931. All right then, let's look at the two panic-like years of 1921 and 1914, and at some recent sales records. Then maybe we won't be so awfully afraid of this coming year.

It was during the depression of 1921 that these books sky-rocketed:

"Main Street," Sinclair Lewis.
"The Sheik," Edith M. Hull.
"The Outline of History," Wells.
"The Mysterious Rider," Zane Grey.
"The Age of Innocence," Wharton.

The still worse depression of 1914 saw these famous best sellers make bookselling history:

"Pollyanna," Eleanor Porter.
"The Inside of the Cup," Winston Churchill.
"Penrod," Booth Tarkington.
"Laddie," Gene Stratton-Porter.
"Chance," Joseph Conrad.

Really, the well-known sales performances of all the books listed above almost make one wish that every year was a depression year!

Then let's look at the fall sales of some 1930 books, during a season when condi-

tions have been such that one hears the Singer Midgets have had to take to the street corners and sell crab-apples. Here are some of the dreadful things that happened.

The autographed edition, 1000 in number, of Admiral Byrd's "Little America" was oversubscribed, at $50 a copy. The sale of the regular trade edition of this book at $5 a copy, is now 100,000. The gross for the booktrade on all editions of this one title was much more than half a million dollars.

"The Story of San Michele," at $3.75 a copy, sold a total to date of 172,500 copies, making its great strides during the latter part of 1930.

The play, "The Green Pastures" sold 31,500, and who ever heard of plays selling?

Macmillan had an advance sale of more than 50,000 copies of Lyman P. Powell's "Mary Baker Eddy," at $5 a copy.

"The Lives of a Bengal Lancer" has had a trade sale of 32,000 copies, without the Book-of-the-Month Club sales.

The total sale to date on "The Adams Family" is 80,012 copies.

"Moby Dick" has been on the lists of seven publishers for years. Random House published an edition illustrated by Rockwell Kent to be sold for $3.50. Its total sale including that of the Book-of-the-Month Club is close to 75,000.

Blue Ribbon Books, Inc., published their first title about the middle of 1930. Since then, they have sold more than half a million copies, while the Star Dollar Library goes right on distributing by the hundred thousand. Grosset & Dunlap have added "Tom Sawyer," and "All Quiet on the Western Front" to titles that have gone over 100,000, and "Rear Admiral Byrd" by Coran Foster, published by Burt has sold around 50,000 copies.

Doubleday, Doran have sold 15,900 copies of "The New Yorker Album," a remarkable sale for a book of that type.

Those who have said the season lacked leaders must have overlooked these sales figures on 1930 fiction—just look at these records:

The three dollar novel, "Angel Pavement," sold more than 100,000 in America and England—the last named country being another nation with a depression on its hands.

Mary Roberts Rinehart's "The Door" sold 125,000 copies; the Penn Publishing Company states that "Wild Wind" has had the best Christmas sales of any Temple Bailey book it has ever published; "Blowing Clear," at the increased price of $2.50 over previous Joe Lincoln books, had a sale equal to any of them; "The Edwardians" sold 78,329 copies; Dorothy Canfield's "The Deepening Stream" sold over 50,000; Bromfield's "Twenty Four Hours" sold 55,000; "Years of Grace" and "Philippa" have both sold well over 50,000 copies; and "Dr. Serocold," by a writer comparatively unknown in this country, sold 65,837 copies.

The foregoing records from the past fall season, and from the depression years of 1921 and 1914 are quoted not because it is thought they are representative of the sales of all books published then, but because they indicate that what can be done during one bad season may be possible of duplication in another, this coming year, for instance.

Last year, the critics were unanimous in the opinion that what the book business needed to stimulate sales was not more books but more *good* books—"books which the public simply cannot resist." Well, some of the authors who were not on the lists during 1930 and who gave us books which could not be resisted in other years, are coming back during 1931. Willa Cather, Eric Remarque, Edna Ferber, Hugh Walpole, Glenway Wescott, Edna St. Vincent Millay, Katherine Mayo, Fannie Hurst, Lytton Strachey, Struthers Burt, Upton Sinclair, Viña Delmar, Michael Arlen, to name but a few who have launched successful books in the past, all have new books on the 1931 ways. And General Pershing's "My Experiences in the World War"—a book which has all the possibilities of Admiral Byrd's "Little America," will slide in with a mighty wave of publicity.

So, even if we're looking forward to another so-called depression season, with sales like these to look back on, in 1914-1921-1930, and with new books by the authors just mentioned—possibilities for 1931 "Main Streets" or "Sheiks"—we've really nothing to worry about.

The Year Ahead

George W. Jacobs

President of the American Booksellers' Association

George W. Jacobs

THERE has been so much said about the depression that many of us have not looked at this present business situation quite as cheerfully or as carefully as we should. Our own business, here in Philadelphia, was actually ahead of last year until October, and only since then has it fallen behind. But I feel that the present condition of business is not entirely brought about because people are so much poorer than usual. I have read in the paper recently that savings bank deposits are this year two hundred and fifty million ahead of last year. In two recent weeks, I noticed one savings bank's deposits were in one week $108,000 ahead of the same week last year and the week before $251,000 ahead of last year.

Of course, before the war, wages were probably too low. I hope we shall never get back to that prewar state. Our standard of living was too close to the bone. I feel sure it's better for everybody to keep up a higher level of living. So many big projects have been planned by the government and by the municipalities, I feel sure that as soon as these are under way, which state of affairs should soon begin, we shall go along comfortably again at an even tenor.

Part of the reason for bad business conditions now, I think, has come about by too much installment buying. I made a prophecy at the St. Louis Convention that the orgy of installment buying, in which the country was even then indulging, would mean that eventually salaries or wages would be so mortgaged that people would only have enough left for food. I prophesied that this would have a disastrous effect and this disastrous effect we have now been feeling.

As far as the bookstore is concerned, specifically, booksellers have had to work much harder than they have ever worked before even though all this extra hard work does not better the records of the last year or two. But, of course, that is the best remedy in times like these. The most fatal thing would be for the bookseller to sit down and bemoan his fate. Particularly is it fatal for the bookseller to let the customer get the impression that times are bad and that the bookseller can do nothing about it.

We all need to keep constantly working at our mailing lists. If business is somewhat slack, it offers an excellent opportunity to do just this. We got an excellent list of 3,500 names. We checked those names over carefully by the lists of our customers and found out that there were 2,000 of these names not on our mailing lists. By carefully circularizing all these people, we were able to open 147 new accounts.

Selling Remainders

L. V. Harvey
Pomeroy's Inc., Harrisburg

THE remainder problem has appeared on the scene this year as one of the larger problems of bookselling. It is rather unfortunate that the word "remainders" has come into use as describing this group of books. Unfortunately, booksellers, as a group, are inclined to be ultra-conservative. The reason the sellers of publishers' remainders have sought a new outlet for their large stock, has been entirely the unwillingness of the booksellers to sense the possibilities in remainder sales. Today, the bookseller, whether he is in a department store or bookshop, must consider his stock as merchandise rather than as beloved literature. If he treats it as merchandise he will find profit in the selling; but only grief if he tries to sell literature. Sad but true. Therefore, why not be happy?

In the beginning of the year all publishers have taken stock and have disposed of books for which the active demand has ceased. If the bookseller visits the various firms which offer remainders, he will find books of all types, description, and sizes and in a wide range of prices far below the published price. He naturally knows the needs and characteristics of his local book buyers and should make a careful selection of books in quantities that he feels he can sell.

Before the selection of stock takes place, however, plans must be laid for the selling of it. If the store is a department store, the General Manager or Merchandise Manager must be thoroughly sold on the plan, and complete and full cooperation must be promised and given. An estimate of the sales possibilities and amount of stock necessary to reach a certain profit figure must be carefully made. Windows are very necessary, and sufficient table space must be supplied to display the stock adequately. With these basic plans made you are ready for the selecting of the stock.

The selection should include books having a retail value of from fifteen cents or nineteen cents up to ten dollars or more, if your judgment tells you that the proper selling effort can move books at these higher prices. A dictionary, a Bible, a cook book, an atlas, perhaps a history or some other book or books that have unusual sales possibilities, should be used as high lights to attract special attention to the sale. Fiction, both from the reprint as well as the original publishers' editions at a thirty-eight or thirty-nine cent price, brings large returns; Bibles that have been damaged in binding or used as salesmen's samples, also bring large returns; a good dictionary at a popular price if stacked with a sign will sell a surprising number of copies. Another field which has been touched by only a few booksellers is that of used schoolbooks. These books can be bought at a very low figure, and it is astonishing the amount of interest they will arouse and the crowds they will bring to your tables. Parents buy them as aids for their children, students use them as supplementary texts and teachers will use quantities as reward books in their schools. The grouping of books by price is by far the best method of display. Start with a table at fifteen cents or nineteen cents and include books of all kinds: religion, poetry, economics and general literature. Another table of the same types and also philosophy, psychology and history, can be priced fifty or fifty-five cents. Place job fiction by itself and stack up the tables. Give the appearance of great quantities. Several tables will be needed to display the many titles that can be bought to sell at $1.00. Not the reprints at $1.00, but original editions of $2.50 to $6.00 books on history, travel, adventure, biography and art. One or two tables of children's books will gather a crowd and sell many copies. Few booksellers realize the extent of the field in selling books for children. There are avail-

able many kinds of children's books every year from publishers' overstock and it is an easy matter to make a selection that will make this table one of the livest in the whole department or store. Several large tables should be used to display the books that you have priced at a higher figure. Borrow a large Oriental rug and place it over the tables and you will be surprised at the richness it lends to the display of these books. Place here the books of etchings or drawings of old masters, essays, important biographies, travel, adventure; books on furniture, china and pottery, all attract their lovers. Place a high light in a stack on the corner of various tables with a special price ticket. Each table should have a ticket or sign giving the group price. Full sheet signs can be hung from the ceiling announcing "Annual Book Sale" or "Sale of Remainders." If several windows are obtainable arrange stock by price groups and ticket the window thoroughly.

How should you advertise such a sale? The newspaper, of course, will reach the largest number of prospective customers. Use a good heading and repeat it each day with some particular price group as a leader. Use a "high light" in each day's copy. The better books may be used as a background.

A four-page folder 11 x 8½ will enable you to announce the sale with fitting emphasis on the special values you are offering.

On the first page announce the sale of "All kinds of books."

> "Big books—little books—fat books—thin books—serious books to ponder—funny books to chuckle over—mystery—romance — adventure — religion—psychology—source books of history—important biographies—art—questions of the day—good books for children."

The second page can list books at $1.00 with the publishers' price opposite each item. The third page can carry the better books ranging from perhaps $1.50 to $25.00, in every case giving the original published price and a line or two of description. Use the last page for job fiction listing by title and author. "High lights" at the bottom of each page, each offer "boxed," will bring definite and pleasing results. Mail these circulars to a large list of book buyers, and you will be surprised how many will bring the list with them, carefully marked.

Some booksellers have two or three sales a year and some feel that one sale a year, in January or February, to run for a limited number of days, brings larger results. There is no foot rule by which this remainder problem can be laid out and measured, but each bookseller must find for himself the proper way of merchandising such an event. If you are finding, however, that the drug and cigar stores are using remainders and that it is necessary for you to follow suit, you must act at once. Undoubtedly the point which the majority of booksellers have overlooked in the discussion of the remainder problem through these additional outlets, has been that they are new to the book buyer and, therefore, not known to the general public. The bookshops and book departments have been in business for years, have gained the confidence of the public and are, therefore, better qualified in every respect to handle remainders than any other store. If you believe, as many booksellers do, that your business is being threatened by these new outlets, then you must make some effort on your own behalf to counteract it. Two tables placed in the most prominent section in the department or store and filled with fifty cent or one dollar remainders will attract during a day's time many more customers than will the tables in your "unusual" competitors' stores. The regular customer of the bookshop will appreciate this opportunity to buy "bargains." If you are in the bookselling business to show a profit, why not work out a plan whereby the customers that you serve throughout the year are given an opportunity to buy books at special prices in your store rather than in the corner drug or cigar stores? As a matter of fact, most men going into a cigar store or a drug store are in a great hurry and do not have time to browse over the books that may displayed, but they will come in a bookstore or book department for the express purpose of browsing, if they have any interest at all in books.

The remainder problem by careful planning and wise buying can be turned into an asset for the bookseller, even though it may be a liability for the book publisher.

One Book Traveler Looks at the South

Melrich V. Rosenberg

I HAVE tried to choose a title for this article that would best fit its contents. It is merely the observation of one book traveler, viewing with eyes befogged by their owner's optimistic nature, suffering from the astigmatism of partiality, and endeavoring to put down what he has seen in the seven years he has been selling books in the South.

Writers on the South frequently point out that a common failing of the inhabitants is a seemingly inescapable inferiority complex. Booksellers in the South are not immune. The bookseller seems to feel, for example, that Louisiana is a long way from New York and that he is pretty much out of things: that he is not a particularly important part of the book business. Publishers' representatives come through once each season and show the entire list at one swoop. The bookseller knows that they make four or five trips through the Middle West, and the traveler gives him no chance to forget that somebody in New Haven or Columbus took a hundred of the title of which he is considering a possible order for five.

One result of the system which makes it necessary for a bookseller to buy an entire list at one time, of which he has probably not had the opportunity to read a single book, is that the dealer has to accept guidance in his buying from the salesman rather than from the publisher he represents. There is the story about the representative of one of the largest of the publishing houses who was making his first trip to Charleston, S. C., with a very important fall list. The elderly, courteous owner of the store went to the sample room and looked over the display thoroughly. He thanked the salesman for his trouble, invited him to make the store his headquarters during his stay in Charleston and to be sure and let him know if he could be of any possible service. The salesman in some dismay asked about his intentions of ordering and mentioned two or three of his really prominent authors. The owner of the bookstore replied that the present occasion was the first time he had met the salesman and that he had been interested to see what new titles were being published by his house. He imagined that the salesman would perhaps be making a spring trip and that he would look forward to meeting him again; that perhaps, on his second or third visit, when they had become better acquainted it would be advisable to place an order. Fortunately this is not too common a practice.

In most towns in the South the booksellers' attitude toward each other is one of sensible cooperation. In many towns this extends beyond the courtesy of lending a book that the other store in town does not have in stock at the moment. The booksellers in Dallas, for example, have a local association that meets quite regularly for discussion of joint problems. Caroline Levy of the Lamar Book Store in Houston is seriously attempting the formation of a Southern Booksellers' Association to which many of the prominent dealers such as Studio Bookshop, T. H. Payne and New Dominion, have signified their intention of joining. The Association will be modelled on that of the Coast, and the members will be able to meet without undertaking the high cost of a trip to New York or Boston.

The trade in the South has yet to concern itself seriously with the aggressive merchandising of books. The very fact that most stores have so few regular customers that the manager can become personally acquainted with them leads to the development of what might be called literary dictatorships. The buyer may know that Mr. Sumph is interested in books on vegetable gardening and apparently as a consequence disregards the fact that the

newspapers are full of copy about Einstein's visit and that it might be advisable to arrange displays of books by or about him. Let us agree that it is delightful to purvey caviar to colonels; but there are many more privates than colonels and profit can be made by providing them with the things to which they are accustomed. I have frequently heard people in the South say that they were determined to order books by mail from a New York or Chicago store rather than have their taste in reading matter sneered at by a clerk in a bookstore.

The publisher's feeling about the South seems to be one of rather vague dissatisfaction. He is not happy about the situation in the South. The publisher, or sales-manager, when he mentions the South, thinks of the vast stretch of territory from Norfolk, Virginia to San Antonio, Texas —more than half the width of the entire country and as large as 14 of the 48 States. With a feeling approaching melancholy he realizes that the South buys only 5% to 7½% of the number of books he prints.

If a publisher is to do the job at all thoroughly, the South is the most expensive territory he has to cover. There are some few larger jumps that a coast representative must make but the redoubtable Bill Britton, who has made both territories, assures me that his actual traveling expenses in the South are greater. In reckoning the cost of a southern trip and bemoaning the high percentage sales cost, the publisher takes into consideration only the actual order sent in by the salesman and not re-orders, for he can have no way of knowing what part of the jobbers' business is done in the South as a result of the visits of the publisher's traveler.

Perhaps as important as the high sales cost, among reasons for the publishers discouragement with the South, is the credit situation. The "remembrance of things past" as exemplified by Florida booksellers going bankrupt may be a hazy remembrance, but it is present. (It may be necessary to add here that in the publishing business Florida is considered part of the South.) Before each trip a publisher's representative goes over the credit situation with the firm's credit manager so that he will not make the mistake of selling books to an account that is being sued for payment on a previous shipment. The difficulty, as the publisher sees it, is not that a greater percentage of Southern booksellers go bankrupt, so much as the belief that the slower habits of the Southerner sometimes extends to the manner in which a bookseller meets his financial obligations. Whenever the credit managers of publishing houses have a meeting, an event which in the eyes of the booksellers is akin to a flock of vultures swooping about a stricken rabbit, many bookstores in the South come up for discussion. On a credit man's file card a bill that is due January tenth is overdue on January eleventh; and when it becomes seriously overdue, that is after the customary three letters have been dispatched, and after the "threat" letter and the "appeal to reason" letter have brought no response, the credit manager is apt to inquire as to the technique of his confrerees with the delinquent account. It is all too true that the names of many Southern bookstores are occasionally injected into the discussions of publishers' credit men; but although this situation is true of the South, bad credit standing is by no means an unacknowledged fact among booksellers in other parts of the country or, very likely, in any other part of the world where merchants buy books for resale.

The South being the part of the country least productive of book sales, the least experienced men from publishing offices are apt to be sent there. The territory is used as a training ground and as soon as a man has developed into a capable salesman the usual practice is to shift him to another territory. A sales-manager, faced with the knowledge that the traveling expenses in the South are very large and that it is part of his job to keep the percentage sales cost down, often takes the short view and gives the salesman so high a quota that if any kind of a showing is to be made the stores in the South will be seriously overloaded.

A Southern trip takes anywhere from seven to ten weeks and a publisher often decides that if the salesman is going to justify his salary he must be given, in addition to the South, some more productive territory. This is usually New England and some New York City accounts. It becomes necessary then for the sales-

man to rush through the South so as to be in New York and New England before the publication dates of the high spots on the list. A too hasty trip through the South must mean neglect of smaller accounts in the larger cities and the omission from the itinerary of the less important cities although there may be a fairly worthwhile account in each.

These booksellers learn not to rely on the widely separated visits from the publishers' representatives for information about the forthcoming books and give practically all of their business to one or another of the jobbers. They fail to get attention because they have chosen to set up business in a territory where the cities are further apart than in New England or the Middle West. Most publishers send their travelers to towns in other sections of the country of a size and character that are skipped in the South, neglecting the development of outlets that might become valuable in time. Publishers are also apt to be unjustifiably impatient about the reaction of the South to best selling titles. It frequently takes two to five months for a fad or for word of mouth advertising to reach the South. In this respect the territory is slow, but it well makes up for that by continued purchase for stock of titles on the backlist.

The situation, however, is not one of unrelieved greyness. After the trips of each season are over, and I think back over the titles that aroused the most interest, I find that the booksellers in the South feel more optimistic about stocking in quantity the books of genuine literary merit than they did the previous season. The book-buying public in the South used to be concerned, in company I suppose with all other sections of the country, with the usual sort of romances. These books have a definite place in every bookshop manager's merchandising plans and will continue to aid materially in paying the rent, but it is a pleasant sign to notice the increasing demand for books that can be reread.

In the collecting field the South has more than kept pace with the rest of the country. The Texas Book Club, headed by Stanley Marcus and John Hackler, and with Mr. Lomax on the editorial board, has been sending to members books of genuine merit and typographical distinction. Perhaps because of the interest it has aroused in its members, Dallas, where the headquarters of the Texas Book Club is located, has two excellent rare book departments: the Rare Book Room in the Little Book Shop and the limited editions department in the Booklovers Shop. At Houston, on the Lamar Book Store's balcony, is a first and limited edition department that is not equalled by more than a dozen in the entire country. What is perhaps more important than the excellent stock these stores carry is the respect-compelling number of turn-overs they have a year.

Another index to the growing interest in books in the South, is the impressive number of newspapers that run interesting, intelligent book pages, though entirely unsupported by publishers' advertising. The local bookseller occasionally uses some space.

But the South has yet a long way to go as a bookmarket. One way that it could markedly increase its pace would be to abandon its stand-pat attitude. To a great many booksellers in the South nothing that is new is any good. No first novel is worth publishing and no new merchandising scheme will succeed; no young publisher presenting his line for the first time has any excuse for being; nothing that anybody can do will help sales in his particular book store. On the last point at least he is likely to be right. This tendency, however, is by no means confined to the South.

The South will continue to go ahead, and as it does the publishers will be benefited. It would seem, then, that the publishers, individually and collectively, must be anxious to lend a hand. They must realize that the South is a territory well worth developing. The South now, as a book buying power, is where the Coast was probably twenty years ago. If the publishers of 1930 can be persuaded to profit by the errors of their predecessors, and if the booksellers of the South will realize that their very existence depends on effectively adopting modern merchandising methods and if the two will cooperate through strengthened associations, the South in twenty years will have matched the Coast and then perhaps, outstripped it.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Retailing on a Large Scale

EVERYONE who is interested in the larger problems of successful retailing will want to read the careful study of the present status of the department store prepared by Boris Emmett of the Stanford University faculty, formerly Treasurer of a group of department stores on the Coast. Mr. Emmett finds many conditions in the present organization of department store business that must give the owners cause for careful thought. Quoting Leo Hahn the President of the Hahn Department Stores, he says: "Stores are paying the price now for the great prosperity caused by the war, a prosperity which never put a premium on anything good and desirable upon which we could build a permanent structure of business. The prosperity came so easily that we got soft and flabby, and as a result today the average department store manager is absolutely incompetent to deal with the problems that it is now facing and which it will face increasingly in 1931." The special aspects of store management which are studied as the reason for the present low range of net profits are: service excesses, ruthless local competition, overorganization, etc.

Librarians Gather in Important Conference

IN Chicago, as the old year ended, leaders of the library profession have been meeting to discuss the outstanding problems of library work. The Council of the A.L.A. had for its consideration the report of a special committee that has been endeavoring to re-evaluate the Association's multitudinous activities.

Among other topics is the report of the Book Production Committee from Edward F. Stevens of Pratt Institue Free Library; "Federal Aid to Libraries" is reported on by a special committee; also, "The Proposed Library Colony at Lake Placid"; "Reading vs. Learning," by Henry B. Van Hoesen of Brown University Library.

At the session of the Association of American Library Schools, where Helen Martin presided, the question was discussed as to whether the present organization and administrations of children's departments is a deterring factor in recruiting for library service for children.

Other group meetings were held by the American Library Institute, the Bibliographical Society of America, the League of Library Commissions, the College Librarians and the Reference Librarians.

How One Library Helps

THE impulse toward book ownership inspired by Book Week has encouraged many libraries to use the same ideas to get people to buy books for Christmas. Many stories of this fine spirit of cooperation on the part of libraries come to hand each year. Typical of this attitude is the case of the Florida State College for Women, where the Librarian, Louise Richardson, had a large temporary fireplace constructed, covered with Christmas decorations, with bookshelves on each side. On the mantel was the carefully lettered card, "Give Books for Christmas," and over one section of the shelves was a card reading "Books for Mother" and another, "Books for Father," with other selections for little brothers and sisters. Comfortable chairs were placed near each group of books. As the result of this display, many orders were sent through to the College Bookstore.

Some Publishers' Weekly Totals

IT may be of interest to the *Weekly* subscribers to know that during 1930 they have received over 6,000 pages of printed matter in the fifty-two issues, the largest number in any year of the *Weekly's* history. Last year there were 5,932 pages. This year this total of 6,016 pages, to be exact, divided itself into 1930 pages of general text and illustrations, 950 pages of Weekly Record of New Books, 1,870 pages of display advertisement, 1,000 pages of Small Ads, and the balance, house advertising. The steadily enriched program of the *Weekly,* supplying the trade with a rounded picture of trade happenings, has again developed in spite of a difficult year. The editors feel deeply pleased with the fact that the number of subscriptions has again had a marked increase, the total now being well over 8,000, an increase of 5,000 in twelve years. The publishers have shown their confidence in the way the *Weekly* is read by printing within four per-cent as many pages of advertising as in 1929. This seems to be almost a 1930 record for trade papers in any field.

New Type Fiction Promotion

A NEW type of fiction promotion is now being suggested to publishers by the advertising agency of Rutherford Platt of 468 Fourth Avenue. This agency proposes to publish what would be known as "The Book Show—Spring Number." They desire to get about twelve publishers to plan to reprint one selected chapter from each of two books from their spring lists, making in all some 25 chapters in the volume. Each sample chapter is to be preceded by a couple of pages devoted to the author, with a photograph, and the whole book will be prefaced by a general critical chapter written by Harry Hansen, who will have read the galleys of all the books being sampled. This volume will be bound in blue cloth and given a cellophane cover. It is proposed that 500 of these be sent out to leading bookstores as samples of the most active fiction of the season, and then the balance of a printing of about 5,000 copies will be sold at $2 a piece. Each copy thus sold will contain coupons that will give 25c rebate on any book purchased from the list.

For the Bookseller's Desk

A TRULY useful calendar has been sent out by Appleton to booksellers, with features that will make it very valuable for the bookseller to keep on his desk for the next twelve months. It is a day by day pad calendar, 4 x 6 inches in size, with metal finish, and each page has at the bottom some bookselling suggestion, a suggestion of some seasonal character or of specific books that might be taken up and pushed. On some sheets one is reminded of the birthdays of famous authors. For example, January 1st is "the time for inventory," January 3rd "the date to arrange a place for remainders on a markdown counter throughout the year," January 6th "the time of colds and other ills which makes appropriate the display of Appleton's Popular Health Series and other health books," and so through the various months of the year, offering a course in year round bookselling. It is interesting to notice that not only Appleton authors are played up, for although we find that Bess Streeter Aldrich, author of "A Lantern in Her Hand," was born on February 17, also the birthdays of Dorothy Canfield, John Masefield, Arnold Bennett, Walt Whitman and others are noted. On June 11th we see the suggestions, "See the possibilities of opening some branch stores where they will be needed this fall." On June 25th, "There are libraries in country clubs nowadays. Are there any local ones to which you can give service?"

Short Crop and High Prices

THOSE in the booktrade who are endeavoring to find what the relationship is between an increased output of new titles and total sales may be interested in the report from California for the year ending October 31st which says that the orange crop for those twelve months was 32% less than the 1929 crop, but it brought 16,000,000 more in dollars to the producer, 5,000,000 more than any crop in history, or a total of $135,000,000.

More titles there must be and should be in the various fields of reading, but, if they increase more rapidly than outlets increase, there is likely to be a blocking of traffic and decrease of profits.

Boston Booktrade News

Dale Warren

THE *Publishers' Weekly* reported a few weeks ago a rumor to the effect that Katharine Cornell would appear this spring in a new play, "The Barretts of Wimpole Street." Miss Cornell made this a definite announcement while she was recently in Boston for the final two weeks of "Dishonored Lady," the melodrama written for her by Margaret Ayer Barnes, author of "Years of Grace." "The Barretts of Wimpole Street" is a five act comedy by Rudolph Besier, an English dramatist who has collaborated with H. G. Wells and Hugh Walpole. The Little, Brown edition of the play promises to be much in demand during the next few months. The energetic Miss Cornell is reading many books about the Brownings to prepare herself for the part of Elizabeth Barrett Browning.

Mason Ham, *Herald* columnist, told an unusually good story the other morning: "A stranger one day dropped into the Bible house in Bromfield Street and asked whether or not the Bible was available there in any "odd languages." A clerk said, "Yes," and asked if the caller had any particular odd languages in mind. Eskimo, it seemed, was what he wanted. The clerk fussed around and finally found Bibles in five different Eskimo versions. The stranger bought them all, thereby arousing much clerkly curiosity. The clerk asked his name and found that the buyer was Stefansson, the Arctic explorer."

Increased business is reported month after month by the Personal Bookshops, under the efficient management of John C. Campbell and Adah F. Hall. Here is a steady outlet for current fiction and non-fiction of the first order. There are thirty people now employed in the five shops which are located at 101 St. James Avenue, 33 Newbury Street, 64 Charles Street, 1351A Beacon Street (Brookline) and 26 Brattle Street (Cambridge).

Richard F. Fuller of the Old Corner Book Store is the author of an article, "About Dollar Books," addressed to the bookbuyer who is still laboring under considerable misinformation. Mr. Fuller divides dollar books into three classes:

1.—Reprints of the better class of fiction.

2.—Reprints of popular non-fiction.

3.—New fiction never before published in book form.

"The experiment of new dollar books is not altogether a success," he says. "It has sold much larger editions of the 'pot-boiler' class. It has led the public into thinking they could get something for nothing. It has led the public into thinking that books could be bought at a lower price in drug stores, cigar stores, etc., than in bookstores. As a matter of fact, the bookstores have at all times carried all three classes of the dollar books, but they have not passed out to the public books in the new dollar class which they knew were bad bargains at any price.

"The bookstores have maintained their standards and tried to use their knowledge and experience to prevent their customers from wasting money. The bookseller of today may not be an expert on turnover, high finance, etc., but he does know a 'pot-boiler' when he sees it, and he still sticks to his ideals of trying to serve the public by offering only the best of every class of book." The article appeared in the Boston *Transcript* on Dec. 20th.

Not to be outdone by Little, Brown's new edition of Fannie Merritt Farmer's "Boston Cooking School Book," M. Barrows and Company, 30 Huntington Avenue, have just issued "Deserts for Every Occasion" by Alice Bradley, present principal of "Miss Farmer's School of Cookery"... Recent visitors to Boston include Frederic G. Melcher, editor of the *Publishers' Weekly,* Selma Robinson, Janet Fairbank, and Claude G. Bowers.

Picking Up Business

Ellis W. Meyers

RETAIL Advertising and Publicity are intended for two purposes: (a) continually to remind those of the community who have used the product sold by the retailer, of the existence of the outlet and the fact that the store is constantly striving to serve their needs, and (b) to interest others in the product itself and then in the store as a place to secure it.

Every retail outlet, large or small, utilizes (sometimes unconsciously) some type of promotional effort and it is conceded that the retailer needs to do this work in order to continue in business. The problem that the merchant must face is not whether he cares to build such a campaign, but how it shall be organized to produce the most effective result and at the same time cost him no more than he can afford to pay.

This outline is the result of a test campaign of four months conducted by the American Booksellers' Association for the Norman Remington Company of Baltimore and Traver's Bookstore of Trenton.

The following letter has been received from the Baltimore concern:

"We heartily recommend the advertising campaign outlined by you, which we have been using the past several months. It gives us pleasure to say the idea is a workable one and has proved quite successful with us.

"There is no reason why booksellers cannot build up a real mailing list by following and using the plan as outlined."

Yours respectfully,
THE NORMAN REMINGTON CO.
(Signed) Stanley G. Remington.

Louis Traver, in commenting on the work already done, says: "In the past year we have had an advertising man write all our copy. His services originally cost $32 a month, but the cash discount on our newspaper advertising paid a little more than half of his salary. He reduced this to $28 a month, but I felt that this was more than we could afford for his services, so we discontinued it the first of the year and have been trying to write our own (not a howling success). I believe that advertising of the type you have planned for us is the most successful we have ever run. We have heard many comments about it, and believe that it has had real pulling power."

Child Labor

"No more lessons
No more books—"

We all know that chant of the schoolboy when vacation comes around. For children do feel that they are laboring at school, and ofttimes consider reading as work. Don't let them believe that books are connected only with tasks. Teach them to read for pleasure—as you do.

Traver's
Book Store
19-21 E. State Street

Each store has presented a sufficiently different problem to prove that this must of necessity concern itself with only the general principles and that the individual problem has to be worked out separately

in every case. Therefore certain basic steps are indicated, along with variations of each, so that the bookseller may, in conference with his staff, select those which appear most logical and test each one until the best result is secured.

Mail vs. Display

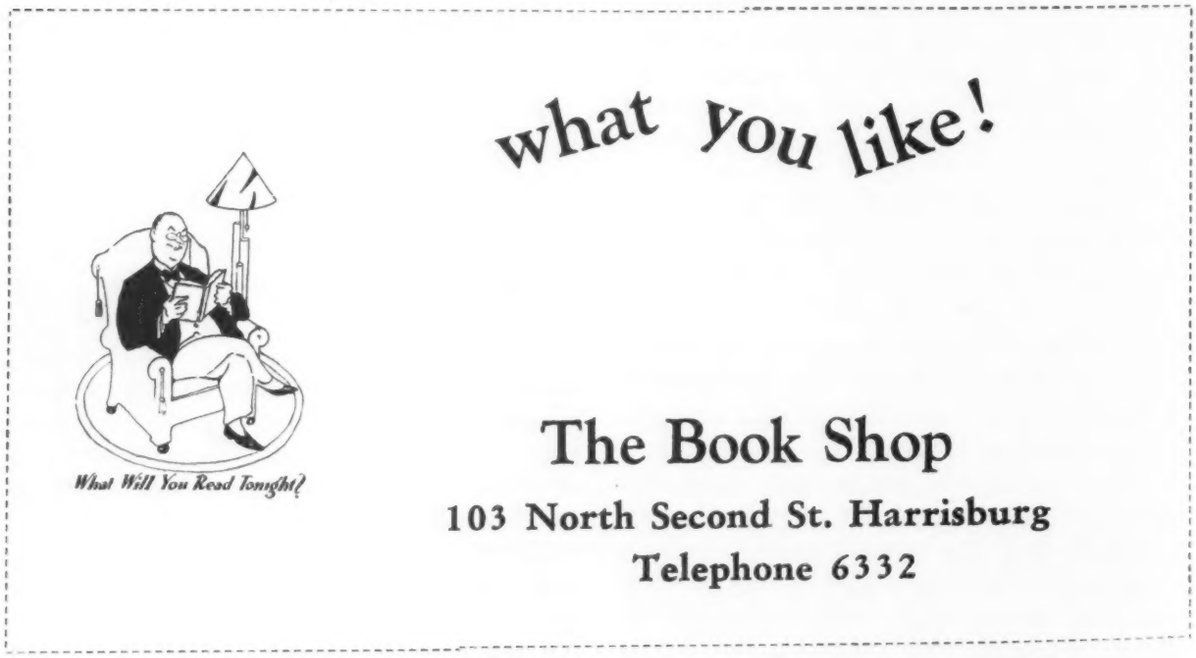
The bookstore, having a limited amount to spend on its campaign, will probably find that newspaper advertising does not produce immediate and tangible results comparable to the mail. This, at least, has been the experience of the test campaign to date. It is usually necessary, however, for the store to do some newspaper advertising and the type of copy and method will be discussed later. For a beginning it seems best to work out a mail sales campaign.

Selling By Mail

Everyone who sells in the store should be impressed with the necessity for building a mailing list for this purpose. Every store has a record of some names and addresses of persons who have bought books. This should be increased daily by contributions of names secured by the sales force during the day's business. The people on this list are the back-bone of the store's business. Constantly remind them of the continued existence of the store. If the list is classified a card like the "exhibit A" ought to be sent to each person at least once a month listing the new books in the field covered by each classification. This notice, particularly if the titles are written in, gives a "personal touch." If each section of the general list is too large for a penned note a small hand-mimeograph (post-card size) will reproduce the writing quite well. It is wise, however, to allow each sales clerk to take care of this work for his own customers.

People like to receive something that keeps them up-to-date and in addition to the personal note the store ought to send a monthly mailing of a more general sort to its customers and prospects. For this we recommend the new *Book Review* published by the R. R. Bowker Company in cooperation with the A. B. A. This magazine is being edited with the idea of making it a timely, newsy and readable selling medium for bookstores. It is, of course, imprinted, bearing the shop's name and address.

Many individuals plans may be tested and repeated if they prove successful. A quantity of suitable mailing material is provided by the publishers during the course of the year. Much of this can be used to good advantage to supplement the regular mailings. Other ideas are reported from time to time through the pages of the *Publishers' Weekly, Retail Bookseller, American News Trade Journal,* the *Year Round Bookselling News*



Type of personal message card to customer telling him of new books

and the *A. B. A. Bulletin*. The plan used by Max Schling, florist, as explained by Stanley Rinehart in the *Publishers' Weekly* of November 23, 1930 is one that is suitable for bookshops, and a set-up to take care of it may be worked out without much difficulty.

Results

It is best to point out now that every step in the building of this campaign should be carefully checked for resulting sales. Where the personal card is sent out by the sales force, each salesman should report direct results at a weekly conference. The *Book Review* carries an order form. A tally should be kept of all orders coming in by mail and phone and the clerks should ascertain from customers if they have been impelled to buy through reading the magazine. After several months of checking the management ought to be in a position to know definitely what brings in business and what does not. Needless to say, the non-productive measures should be dropped at once. It will be noted that we have suggested "several months" of checking. Too many good plans are dropped because business doesn't double over night, and too many bad ones are continued for years—for no good reason.

New Business

Some new customers are recommended by old, or just drift in. The bookseller, will not want to "wait for something to turn up." It is not the easiest job in the world to drag customers into the shop. Of course, the simplest method is to tell the prospects that you have some one thing that they want, but a community is composed of many people who all want different things. During the test campaign we learned that the easiest method (although the actual "sales-results" may be somewhat delayed) was to give them something without asking that they come in. Rosters of clubs, and local magazine subscription lists were checked against the stores' mailing lists, and the following letter was sent to the most suitable groups. Incidentally it pulled as high as fifty per cent returns from some section and averaged very well for all.

Dear———

Probably the greatest problem that confronts us today is that of choosing, from the great number of new books that are being published daily, those volumes that will give to us as individuals the most satisfaction. It is more true in reading than in anything else that that which pleases me will not necessarily appeal to you.

Realizing the need for current information, the American Booksellers' Association, the national organization of the booktrade, has started the publication of a monthly magazine, up-to-date, not too serious, but authoritative and readable.

As members of the Association we receive the magazine, and would like to send it to you monthly with our compliments. May we have the pleasure of doing so?

Sincerely yours,

ACTION
THRILLS

ADVENTURE
BOOKS

Norman Remington Co.

The names that come in in answer to a letter of this sort should be held in a separate section of the mailing lists to be checked periodically in order to learn if actual business results. To date the results in Trenton and Baltimore have been satisfactory, although the time has been limited. It is obvious that the stores have through this method, developed an additional field of good prospects and, by taking advantage of the opening thus provided, ought to be paid in increased sales.

Display—Advertising

Few bookstores have been able to use newspaper space to bring a direct return in sales. Several booksellers have reported that they have been unable to sell a title merely by advertising it in the papers. During the test campaign, several experiments were made in this field with only

negative results. It seems as if direct selling has to be made by mail or in the store, but there is a reason for some display advertising.

A portion of the shop's budget should be allotted to "institutional advertising." Let us take it for granted that the mail campaign is sufficiently intense to "cover" the community. The next step is to keep reminding everyone of the shop and books. This can be done by inserting small advertisements in the papers and local magazines. These ads should be written around the personality of the store, and of books, the signature to be a "symbol" that may be repeated through all advertisements until it becomes well known. From our experience, we do not recommend that much space be devoted to an individual title, although, as some of the ads concern kinds of reading, a listing of new books of the type referred to will help the copy. Several advertisements of what appears to be the most effective type are reproduced throughout this article.

Community Contacts

Too much emphasis cannot be placed on the need and value to the store of strong contact with libraries, teachers, leaders of local opinion, and heads of clubs and organizations. By making the bookstore part of every local movement, the bookseller enlarges his mailing list and the number of buyers. Where groups are interested in ideas that are expressed in books (and what ideas are not?) current information should be supplied to them at all times.

Modus Operandi

In stores where the bookseller has assistants it seems wise to call the entire force into conference. For the first meeting, the management should explain the theory by which it intends developing the business. The type of clientele that is desired will, of course, govern the kind of merchandise as well as the methods of sales promotion.

A discussion of the campaign will probably cover the following points:

(a) Type of clientele desired.

(b) Whether or not charge accounts will be carried.

(c) Present size of buying group as compared to the number of names carried on mailing lists.

(d) Necessity for building of mailing list.

(e) Possible local groups, the membership of which are composed of persons who may make suitable customers.

(f) Best method of approach to these people.

(1) Are any of them customers?

(2) Has any member of the staff a personal contact, or is anyone a member of one of the organizations?

(3) What interest have they that can be utilized in a letter to each individual?

(g) Explanation of need of each sales person to carry supply of "customers' interest cards" and to obtain information for filling out a card for each contact made on floor.

(h) Allottment, if any, of certain "regular customers" to members of the selling force.

(i) Types of mailing pieces that will be used by store.

(j) Explanation of fact that each sales person is to make weekly or monthly "special" mailing to his personal customers.

(k) Types of display advertising and necessity for sales cooperation where specific titles are mentioned in the ads.

After the preliminary arrangements are made, similar meetings should be held every week or two for the purpose of checking results and planning future work.

The A. B. A. intends developing its activity in this field, acting in an advisory capacity or, if desired, planning the campaign in its entirety. An advertising service which will include the preparation of letters and display advertisements (including drawings and layout) will be furnished at a very reasonable cost to any bookseller who desires this assistance. The campaign will be planned after consultation with the bookseller to meet his particular problem. If the shop has no mailing facilities, a set of stencils can be maintained in New York, and the executive office of the A. B. A. will take care of all of the work of mailing. The customers names will, of course, remain the personal property of the booksellers and will not be available to anyone else.

In the Bookmarket

COLONEL T. E. LAWRENCE of Arabia fame is reported as working on a translation of Homer's "Odyssey" into English verse, according to a dispatch to the New York *Times*. Colonel Lawrence had a reputation as a classical scholar in Oxford before the war. Those who are aware of the close friendship between Colonel Lawrence and Bruce Rogers, the American typographer, who is at present living in London, will be glad to hear that Mr. Rogers is designing a private edition of the book to be published in England and in addition a popular edition to be brought out in this country and probably in England also. It is also stated in the New York *Times* that Colonel Ralph H. Isham, who recently financed the publication of the Boswell manuscripts, is arranging for the publication of the book. That Mr. Rogers continues to be active while abroad is indicated from the fine edition of "The Ancient Mariner," which has come in this week from the Oxford University Press of England, a slim octavo printed in two colors, with head and tail pieces and characteristic decorations by Mr. Rogers, issued in an edition of 750 copies. ✤ ✤ ✤

A very pleasant and attractive example of well-directed propaganda for better relations between English and German speaking peoples comes in the form of a guide to Germany entitled "Passing Through Germany," a book of over 200 pages printed in English and illustrated with unusual photographs. The organization that is carrying on this work is called the "Terramare Office," with an address at Wilhelmstrasse 23, Berlin, S. W. 48. The same office has issued a book entitled "Europe, 1930," which would also be a help to travelers. ✤ ✤ ✤

Roark Bradford whose "Ol' Man Adam An' His Chillun" inspired "The Green Pastures," will have a new book on the *Harper* spring list. John Henry, the legendary super-negro of the Lower Mississippi, is the subject of this book. ✤ ✤ ✤

Anita Loos, author of "Gentlemen Prefer Blondes," has written "The Better Things of Life" which the *Cosmopolitan Book Corporation* will publish in the spring. One eminent admirer of Miss Loos is Dr. Magnus Hirshfeld, German psychologist, who considers this lady the best of American humorists. ✤ ✤ ✤

In February the Metropolitan Opera Company will present a new opera by the American composer Deems Taylor. Bori, Tibbett and Johnson will be heard in the first rendition of "Peter Ibbetson,"—and at the same time *Harper* will issue a new edition of the novel by George Du Maurier, famous the country over during the halcyon years of the Mauve Decade as a kind of companion piece to the amazing "Trilby," by the same author. Alexander Woollcott, writing in *McCall's,* says of "Peter Ibbetson": "It can be said of 'Peter Ibbetson' that it has the faculty of creating a bond between any two persons who like it. The Ibbetsonites all but give one another the grip when they meet. During the greater success of 'Trilby' they brooded silently. Of late years they have gone about wearing insufferable I-told-you-so expressions. For it is 'Peter Ibbetson' which, in bookshops and libraries, gives intimations of immortality." The manuscripts and drawings of "Peter Ibbetson" are now in the Morgan Library in New York. ✤ ✤ ✤

Michael Arlen's "Men Dislike Women" will be published by *Doubleday, Doran* on April 17. ✤ ✤ ✤

Anne Green, sister of novelist Julian Green, and author of the successful first novel "The Selby's," will be represented on the *Dutton* spring list by "Reader, I Married Him." Miss Green's second novel is the Dutton Prize Book for February and will be released on the 20th of January. ✤ ✤ ✤

"Among American writers in the new British 'Who's Who' " says the New York *Times* are: "Sinclair Lewis, H. L. Mencken, Theodore Dreiser and Eugene O'Neill who are again named, but their younger colleague, Ernest Hemingway, makes his début. His recreations are given as 'skiing, fishing, shooting and drinking.'

"President Nicholas Murray Butler of Columbia University holds the record for the longest biography in the 1931 volume with almost a column and a half of small

type, which is about three times as much space as is given to Prime Minister Ramsay MacDonald."

The Newark Public Library has published a thirty page brochure entitled "Stephen Crane: A List of His Writings and Articles About Him." It was prepared by B. J. R. Stolper at the suggestion of the Stephen Crane Association.

James T. Soby, partner of Edwin Valentine Mitchell in bookselling and publishing at Hartford, has edited a 12mo volume to be used as a Booklovers' Diary, which has been attractively printed and bears the joint imprint of *Mitchell* and *Dodd, Mead & Company*. Two-thirds of the book are diary pages for records of personal reading or other items of a booklover's interest. The front matter gives information on publishers' addresses, a complete list of the White House Library, suggestions about book collecting, etc.

In and Out of the Corner Office

H. S. BOUTELL, whose work on "Bibliographical Check-Lists of Twentieth Century English Writers" was partly serialized in the *Publishers' Weekly* of 1930, has spent several months in the past year on this same research and has now gone to London to complete the preparation of his book, which will cover all the publications of eighty different Twentieth Century English authors and supply the trade with a very valuable handbook. Mr. Boutell is the son of Roger Boutell, proprietor of the Tecolote Bookshop in Santa Barbara, and formerly at the Library of Congress. He was the author of "First Editions of Today and How to Tell Them" written in London during his residence there three years ago.

Harry Block who recently returned from Mexico after a year spent in studying Mexican art and archaeology has become head of the Editorial Department of Covici, Friede Inc. Mr. Block was formerly connected with Alfred A. Knopf. He takes the place of Saxe Commins who resigned so that he could complete a book on which he has been working for some time.

The Booke Shop at 4 Market Square, Providence, was burned out in December by a fire in a neighboring building, just as Christmas business was beginning. The stock was moved promptly to an empty banking office in the same block, 1 Market Square, and business is proceeding merrily with banking counters for the usual display fixtures.

Gertrude Linnell, well-known to the publishing fraternity of New York, is the author of a modern adventure which *Longmans, Green* will publish February eighteenth. It will be called "The Black Ghost."

The Pynson Printers have put on in their gallery a display of the original drawings which Donald McKay made for the Random House edition of "Tom Sawyer." These will be displayed from now until January 20th.

Mariesta Dodge Howland, erstwhile of Hale, Cushman and Flint's (Boston) staff who several months ago became Assistant Editor of General Fiction at Little, Brown & Co., has been transferred to the Publicity Department there and is now doing the firm's literary notes.

J. Jefferson Jones, General Manager, Editor and Vice-president of J. B. Lippincott Company, is sailing from New York on January 3rd on the Bremen. Mr. Jones will go to France and England to secure the rights of new novels and general books which will appear under the Lippincott imprint.

On December 28th, Philadelphia newspapers all noted with interest the passing of the seventy-seventh birthday of Edwin S. Stuart, the well-loved Governor of Pennsylvania and owner of Leary's famous old bookshop, in which he first entered upon his business career as a $3 a week errand boy. The Governor now spends most of his time in his great library, where he has an unusual collection of rare and out-of-the-way books.

Alexander Woollcott will review on January 13th "Letty Lynton" by Mrs. Belloc Lowndes, *Cape & Smith;* "Omnibus of Crime" edited by Dorothy Sayers, *Brewer & Warren;* "No Man's Woman" by Aubrey Boyd, *Dutton.*

The "Veteran" Travelers Celebrate

THE oldest active booktrade organization in the United States, the Brotherhood of Commercial Travelers, held its annual banquet this year at the Hotel Roosevelt on December 29; its forty-sixth celebration. Louis M. Levy as president for 1930 presided and in starting the festivities after the feast, paid his respects in a wise and witty address to a number of his associates. George McLeod of Toronto, newly elected president for 1931, expressed thanks for the honor bestowed on him. Fred Nunan was presented, as a high water mark of esteem, with an artistic though wicked looking cane, known in Ireland as a "Shillelagh." George Sieffert reported on the fund raised by friends in the Brotherhood for their old friend and associate, Harry Patterson. Sol Abbott made one of his modest but very witty addresses.

The guest of honor was Lowell Thomas, who when introduced by Johnny Winters of Century Co., told the story of his life and wanderings in connection with his published writings, which actually held his audience spell-bound. The music feature was an original duet written for the occasion consisting of twenty-five or more verses of which we quote a few.

REFRAIN

Somehow I'm always laughing,
If skies are blue or grey;
When things go wrong, I sing a song
And laugh the blues away.

But you can't blame me for that,
You can't blame me for that,
Hee, hee, hee and ha, ha, ha,
You can't blame me for that.

I wish Vic Cupples would give all
Of his old clothes to me,
I understand that he's the dude
Of our fraternity.

Frank Collins tells us stories,
And then he laughs and cheers,
But the boys who have to listen to him
All burst out in tears.

If you wanna make whoopee in Canada
Don't think you're out of luck,
Just holler loud for George McLeod,
The American Canuck.

Lou Levy, if you shoot two holes
Of golf in twenty-two,
You'd better throw away your clubs
And stick to Donahue.

When it comes to playing pinochle
Fred Nunan can't be beat,
Oh, Oh, Oh, he takes our dough,
And he says he doesn't cheat.

When you have a proposition,
And need a big business man,
If Andy Brown can't handle it,
John Hopkins surely can.

John Hovendon's a regular guy,
And that you know is true—
Although he is a little Scotch,
His money flows like glue.

In London, Berlin and Paree,
Bill Barse is quite a sport,
He must have been a sailor with
A girl in every port.

Just at the end of the festivities came a sad and startling message: "Gentlemen before you go I have a sad announcement to make: Congressman David O'Connell died suddenly two hours ago while on his way to this gathering."

A Guide to the Illustrators of Children's Books

A BOOK so useful on the desk of a publisher or for the reference shelves of a library that it is surprising that it has not long ago been produced now comes with the imprint of the Bookshop for Boys and Girls in Boston entitled "Contemporary Illustrators of Children's Books." It is compiled by Bertha Mahony and Elinor Whitney, both connected with the shop, the former as founder and director, and co-authors of "Realms of Gold in Children's Books: A Guide to the Literature for Children." The volume, which is a large octavo in size, is fully illustrated with specimens of the work of the artists mentioned, and in the 300 pages of text there is ample room for biographical and critical material about all of the illustrators who have adorned recent children's books, lists of all the books they have illustrated, and a general index in the back.

The two-column text is well printed, and, besides the biographical material in alphabetical order, there are a number of special articles, including one entitled "About Lovat Fraser" by Rachel Field, one on "Contemporary Illustration" by Lynd Ward, on "The Brandywine Tradition: Howard Pyle and N. C. Wyeth" by Dudley C. Lunt, "The German Group of Illustrators," by Frances M. Schwandt, "The French Group," by Esther Averill, "The Bewicks" by Wilbur Macey Stone, and "The Illustrators of the Sixties" by Jacqueline Overton. The material about the individual illustrators has been supplied by themselves, the essential information as given in the usual "Who's Who."

Students of book illustration realize that they must turn to children's books to get an idea of what has been done in this field in recent years, and such an index as this makes a study of this kind easy to pursue. A publisher, with this book on his desk, can study the type of work each illustrator is doing, the bookseller can use the index as an easy method of tracing for customers the books by the best illustrators, information not easily found in bibliographical catalogs but often asked for. Librarians will use the index in checking over their shelves and thus assuring to their collection a full representation of the best work.

First of the Year Changes in Publishing Houses

HOWARD W. COOK is joining the Cosmopolitan Book Corporation staff January 1st. He will have the territory here in the metropolitan district.

George Leighton will leave the Sales Department of Harper & Brothers and join the Publicity Department assisting Allen Marple. Strafford Riggs is leaving Richard R. Smith, Inc., to go to Henry Holt & Company.

Joseph D. Duffy, Jr., of the Cosmopolitan Book Corporation, will join Longmans, Green & Co. on January 8th as Manager of Trades Sales. J. Ray Peck will hereafter be in charge of sales through special markets and contracts.

George W. Stewart, one of the sales representatives of the Oxford University Press, New York, Inc., left that organization at the close of 1930 to venture into other fields of endeavor. James Orrick will look after the advertising activities formerly handled by Mr. Stewart. The New York City trade formerly visited by Mr. Stewart will be served by H. L. Ripperger, together with the regular trade representatives. The trade in Philadelphia, Baltimore and Washington formerly covered by Mr. Stewart will be looked after by F. F. Bayer and H. L. Ripperger.

Book-Reviewing Prizes

RUTH B. PARR, of Upper Montclair, N. J., is announced as winner of the book-reviewing contest conducted by ten leading publishers in conjunction with "The Early Bookworm" program broadcast by Alexander Woollcott over the Columbia radio network every Tuesday evening. A committee of editors of the leading publishing houses awarded Miss Parr the first prize of $100 for her critical estimate of "The Lives of a Bengal Lancer" by Francis Yeats-Brown.

The second prize of $50 was awarded Mrs. H. S. Tierney of Greens Farms, Conn., for a review of Dr. Axel Munthe's "The Story of San Michele," the best selling non-fiction book of the day. The third prize of $25 goes to Rhoda Miller, 36 Sheridan Avenue, Brooklyn, for her critique on William Bolitho's "Camera Obscura."

Three New Handbooks

THREE new handbooks come from the American Library Association, each valuable to the reference shelf of the bookseller. First, a new revision of the catalog of "One Thousand Useful Books," which made its first appearance at the time of the war, when there was so much need for a sound guide to the best books on every trade and business. The new edition has been made by the staff of the Detroit Public Library, which is also responsible for the revision of 1924. The catalog is one of 114 pages arranged by subject and indexed by title and author. The bookseller needs this volume, which sells for seventy-five cents, as such compact information is not obtainable from any other source. The bookseller, for instance, has a call perhaps for a book on metal working. He will find here a list of thirty books, each under a subclassification, each one with a descriptive note, the date of copyright, publisher and price. The bookseller should encourage the distribution of this list through general sale, as it would be appreciated by many of his good customers.

In similar size and form is a volume entitled "Illustrated Editions of High School Classics," which provides one more tool to help librarians and the booksellers supplying them to select the most attractive editions for high school collections. The descriptive notes give the name of the illustrator, editor if there is one, the series in which the book may occur, the publisher and price and a critical note in most cases. The selection has been made from the "Standard Catalog for High School Libraries" compiled by Zaidee Brown and published by the H. W. Wilson Company. The work of editing this catalog has been done by Edwin M. Fitzroy, Librarian of Indiana State Teachers College. The price is seventy-five cents.

A new volume in the important A. L. A. series, *Library Curriculum Studies,* and one that will be looked forward to, is that on "Library Service for Children" by Effie L. Power, who is nationally known as Director of Work With Children in the Cleveland Public Library. Many of the chapters will be as interesting to booksellers as to librarians, including, for example, the chapter on "Early Children's Books," with its bibliography, the chapter on "Book Selection," which takes up the important problems of the methods of judging children's books and then studies the different classifications such as poetry, travel, and the like. The chapters on service and on circulation problems have, of course, specifically to do with library contacts with the child reader. The book is published at $2.75.

Department Store Sales in November 1930

DEPARTMENT store sales increased from October to November by 2 per cent, when allowance is made for the number of trading days, according to preliminary figures reported to the Federal Reserve Board. This increase is somewhat less than the estimated seasonal increase for that period and the Board's index of department store sales, which is adjusted for number of trading days and for seasonal variation, declined by 3 per cent during the month.

As compared with last year, the aggregate value of sales in November, according to the preliminary figures, was 12 per cent smaller, and when allowance is made for the fact that there was one less trading day this year than last, the decrease from last year is about 8 per cent. For the first eleven months of the year department store sales were 1 per cent smaller this year than last year. There are 592 stores reporting.

Percentage Increase or Decrease from a Year Ago

	*January 1 to November 30**
Total	— 7
Federal reserve district:	
Boston	— 4
New York	— 2
Philadelphia	— 7
Cleveland	— 9
Richmond	— 4
Atlanta	— 8
Chicago	—13
St. Louis	—10
Minneapolis	— 6
Kansas City	— 5
Dallas	— 7
San Francisco	— 6

* November figures preliminary; the month had 24 business days this year and 25 last year.

Obituary Notes

David O'Connell

DAVID J. O'CONNELL

DAVID J. O'CONNELL, widely known as the representative of the 9th Congressional District of Brooklyn and famous throughout the booktrade as the sales manager of the Funk & Wagnalls Company, died suddenly on December 29th while on his way to attend the Annual Banquet of the Brotherhood of Commercial Travelers at the Hotel Roosevelt. Death was attributed to heart disease from which he suffered intermittently in recent years.

Congressman O'Connell was born in New York City on Christmas Day, 1868, and when twelve years old became an errand boy for the late Isaac K. Funk, whose start in business was in Dey Street. His connection with this house is a record of fifty years with one firm. He was known, respected and loved wherever the "Standard Dictionary" is sold. As a resident of Brooklyn he was deeply interested in local civics, was the organizer and first secretary of the Allied Boards of Trade in that borough, and in 1919 was elected a member of Congress and though defeated in 1921 was reelected in 1923 and has served ever since. He served as the representative of his district for five terms and was reelected to the forthcoming session, 1931.

In the House he proved a very useful member and had innumerable friends. As a member of the Committee of Foreign Relations he was sponsor last year for important passport legislation, he carried through the Bill that took the Gold Star mothers abroad, he was always an active leader in the wet bloc. He was an important aid in securing a wider Congressional support for the Copyright Revision Bill and entered aggressively into the debate last June.

"Dave" O'Connell was always active as a member in the various social organizations of the booktrade, was a Past President of the Brotherhood of Commercial Travelers, and a member of the Booksellers' League of New York of which he was president for one term. Surviving are his wife, his son, Dr. Walter J. O'Connell of St. Catherine's Hospital, Brooklyn, and a daughter, Marion E. O'Connell.

MARIAN McNEELY

MARIAN HURD MCNEELY, author of "Rusty Ruston" and "The Jumping Off Place," was killed by a hit-and-run automobile in front of her home in Dubuque, Iowa, on December 18. Mrs. McNeely was born in Dubuque in 1877, married Lee McNeely in 1910, and homesteaded for two years on the Rosebud Indian Reservation in South Dakota. She is survived by her husband, four children, two brothers and a sister, Carol Hurd of the H. W. Wilson Company. She contributed to many national magazines. Her first book, "Miss Billy," was written in collaboration with Edith K. Stokeley, and "When She Came Home from College" in collaboration with Jean B. Wilson. A book of short stories and a full-length juvenile novel are now awaiting publication.

KIN HUBBARD

FRANK MCKINNEY HUBBARD, creator of Abe Martin the character of his famous cartoons, which appeared in the Indianapolis *News* and other papers, died at his home in Indianapolis, December 26th, at

the age of sixty-two. He was born in Belfountain, Ohio, in 1868, and was educated in the public schools there. He joined the staff of the *News* in 1891, as a cartoonist. He had been with the paper for fourteen years when he invented Abe Martin, who was created as an outlet for material that Hubbard had picked up while traveling through Indiana on one of the Presidential campaigns of William Jennings Bryan. The character became popular almost immediately and within a few months Hubbard, himself, remarked "I could not have stopped him if I had wanted to." After a few years Abe Martin became a nationally known figure, syndicated through papers from coast to coast. Each year the author collected the cartoons into an annual volume of which he published about a thousand copies of each. These books are rapidly becoming collectors' items.

MARY PRUDENCE SMITH,

MRS. MARY P. WELLS SMITH, author of young people's stories, died December 17, at her home in Greenfield, Mass., in her ninetieth year. Mrs. Smith was born in Attica, N. Y. She taught in the high school. She was the first woman bank employee in Massachusetts. She went into banking because the young men of the town had gone to the war. For eight years she was assistant to the treasurer. In 1875 Mrs. Smith married Judge Fayette Smith of Cincinnati, and for twenty-one years made her home in that city. The year of her marriage she published her first book. All her books had a basis in history and fact. Among them were "The Boy Captive of Old Deerfield." "Boys of the Border" and the "Jolly Good" series —all favorites at the turn of the century. Judge Smith died in 1903.

Changes in Price

THE DIAL PRESS

Fads, Frauds and Physicians, by T. Swann Harding, from $3.50 to $4.50.

Krupp, edited by Wilhelm Berdrow, from $5.00 to $6.00.

Business Notes

BONAPARTE, IA.—**Book-A-Week House.** Alice Johnson and Ruth Parker. Opened December 15th. Rental library. Books for sale on special order.

BROOKLYN, N. Y.—Murray Banner, 307 New York Avenue. Opened December 13th. Small rental library of fiction.

CAMERON, MO.—The Missouri Wesleyan College Bookstore is out of business.

CHICAGO, ILL.—The Tower Book Shop and Lending Library, 6 No. Michigan Avenue, is the latest addition to the list of book distributors in Chicago's down town district. A reading room, delivery service for the Loop District, and no deposit required on rental books are some of the features announced by this new shop.

FARIBAULT, MINN.—Pierce Bookstore, 324 Central Avenue, has been changed to The Book Store, Montgomery-Emery.

GLENN FALLS, N. Y.—Ridge Bookshop, 5 Ridge Street. J. C. Liddle. Opened December 20th. General books for sale and circulating library.

HARTFORD, CONN.—The Booklovers Shop, Frances M. Edwards, formerly located at 40 Chapman Street has removed to 34 Mulberry Street. The new location offers greater convenience for dealers and collectors.

PROVIDENCE, R. I.—The Ultima Bookshop, 131 Thayer Street. Frank C. Vogel. Opened December 15th. General books for sale and circulating library.

RALEIGH, N. C.—Pescud's Book Store, E. F. Pescud, is out of business.

ROME, ITALY.—Liberia Liberma, Via Ludovisi 27, would like American booksellers to send their catalogs.

SALT LAKE CITY, UTAH.—**Darvill's Law Book Store, 375 So. Second East St., moved to 54 McAllister Street, San Francisco, California. Fred T. Darvill, proprietor, will specialize in Law Books and Rare Books at the new location, and is interested in receiving catalogs from all countries.**

SAN FRANCISCO, CALIF.—The Book Nook, 259 California Street, purchased by Miss Madeleine Paull.

WABASH, IND.—Bertha B. Gribben Shop, New Bradley Building. Kathryn S. Dufton. Gift shop with rental library and few books for sale.

WOODSTOCK, VT. — Winslow's Gift Shop. May W. Winslow. Section of books for sale during Christmas season.

December Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

Classification	New Publications		By Origin			Total
				English and Other Foreign Authors		
	New Books	New Editions	American Authors	American Manufacture	Imported	
Philosophy, Ethics	15	3	10	—	8	18
Religion	72	13	46	—	39	85
Sociology	51	4	42	—	13	55
Law	3	1	3	—	1	4
Education	24	1	21	—	4	25
Philology	19	9	10	7	11	28
Science	41	14	43	—	12	55
Technical Books	48	12	44	—	16	60
Medicine	22	7	25	—	4	29
Agriculture	10	3	8	—	5	13
Domestic Economy	2	—	2	—	—	2
Business	27	3	25	1	4	30
Fine Arts	25	1	14	—	12	26
Music	4	—	2	—	2	4
Games, Sports	15	2	14	—	3	17
General Literature	42	8	26	4	20	50
Poetry, Drama	70	12	51	5	26	82
Fiction	26	23	22	14	13	49
Juvenile	56	78	124	4	6	134
History	39	3	20	1	21	42
Geography, Travel	21	5	14	1	11	26
Biography, Genealogy	54	8	41	5	16	62
Miscellaneous	10	1	11	—	—	11
	696	211	618	42	247	907

For December, 1929 the totals were:

New Books	613	New editions	152	Total	765
Increase of	83	Increase of	59	Increase of	142

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

ALREADY, in the first week in January, the new season in books is well under way. What will probably prove one of the most important non-fiction books of the mid-winter has just been published, "The Education of a Princess" by *Marie,* Grand Duchess of Russia, which contains a vivid picture of the Russian Revolution. In fiction, there are new books by *Ashton, Hergesheimer, Lagerlöf,* and *Thompson;* short stories of the War by Richard *Aldington;* a short novel by Thomas *Mann; and* a collection of Stephen Vincent *Benét's* ballads and poems.

Two well-known dramatic critics, George Jean *Nathan* and J. Brooks *Atkinson,* of the New York *Times,* are the authors of books which deal largely with critical aspects of the modern theatre, Mr. Atkinson's being autobiographical in tone. There are a number of other important books to be sold to discriminating readers interested in things literary and artistic. Stuart *Gilbert* has written a large volume of nearly four hundred pages, which is a guide to James Joyce's novel, "Ulysses." "The Letters of Hans von *Bülow* to the Wagners and others are illuminating to the person interested in his period of music or history. "Impressions of Japanese Architecture" by Ralph Adams *Cram* is the title of the second volume in the uniform edition of the noted architect's writings. A valuable volume on the Sharples, famous portrait-painters of eighteenth century Americans, has been compiled by *Knox.* "I Remember" contains the life and reminiscences of a favorite novelist of yesterday, Opie *Read.*

Two good juveniles of the week are "Adventures in the African Jungle" by Carl and Mary L. Jobe *Akeley,* and "The Twins Who Flew around the World" by *Holling.* A new kind of child record book has been published by *The Parents' Magazine,* to be distributed to the trade by Cupples and Leon. Although it contains space for the recording of significant events in the child's life, it is not limited to the sentimental scope of the typical "baby book." It includes valuable information for parents on the upbringing of children according to the latest scientific methods, and records the child's psychological as well as physical growth. See *Anderson.*

Some volumes on subjects of special interest follow. Allied by a basis of things financial are two timely books "Our Mysterious Panics, 1830-1930" by *Collman* and "The House of Morgan" by *Corey.* A history of electricity through thirty-five centuries, from the time of the early alchemists to its latest developments, is contained in a book by *Greenwood. Ramsey* and Lawrence are the authors of "Garden Pools, Large and Small." See also "Things Seen in Portugal" by *Smithes;* "Constantine the Great" by *Baker;* and "Tambo and Bones," a history of the American minstrel stage, by *Wittke.*

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of January 3rd, 1931

Akeley, Carl Ethan, and Akeley, Mary L. Jobe [Mrs. Carl Ethan Akeley]
Adventures in the African jungle. 291p. il. D '30 c. N. Y., Dodd, Mead $3
Mrs. Akeley has compiled some of her husband's African adventure stories, and tells herself of some of their experiences with wild animals and primitive peoples.

Aldington, Richard
Roads to glory. 317p. O '31, c. '30, '31 Garden City, N. Y., Doubleday, Doran $2.50
Thirteen stories each of which is a tragic or ironic illustration of glory as a reward of heroism and patriotism in war.

Anderson, John E., and Goodenough, Florence Laura
Your child year by year; a development record and guide from birth to the sixteenth year. 382p. (bibl.) O [c. '30] N. Y., Cupples & Leon $3
A modern scientific development record book, including much valuable data for parents. Handled for the trade by Cupples & Leon, for the publisher, *The Parents' Magazine.*

Ashton, Helen, pseud. [Mrs. Helen Rosaline Jordan]
Mackerel sky; a conversation piece. 316p. O '31, c. '30, '31 Garden City, N. Y., Doubleday, Doran $2.50
A story of modern marriage, of an author husband and a working wife, who were not particularly happy until a certain crisis brought them together.

Atkinson, Justin Brooks
East of the Hudson. 217p. D '31, c. '28-'31 N. Y., Knopf $2.50
Essays, partly autobiographical, about New York life as the author saw it from his introduction to it as a college student to his present experiences as dramatic critic of the New York *Times.*

Attiwill, Ken
Windjammer; introd. by Captain David W. Bone. 326p. O '31, c. '30, '31 Garden City, N. Y., Doubleday, Doran bds. $2.50
A young Australian journalist's observations of fo'c'sle life when he shipped as a seaman aboard a four-masted barque bound from Melbourne to Queenstown.

Baker, George Philip
Constantine the Great, and the Christian revolution. 361p. (bibl. footnotes) front., maps O '30 c. N. Y., Dodd, Mead $3.50
The Christian revolution and Constantine's championship of the church.

Baltzly, Rev. Oliver D.
Catechetical evangelization; 2nd ed. 266p. O '30 Burlington, Ia., Lutheran Literary B'd $3

Benét, Stephen Vincent
Ballads and poems, 1915-1930. 241p. O '31, c. '18-'31 Garden City, N. Y., Doubleday, Doran $2.50
The best of his poems selected by the author, in a volume which also includes a section of new poems.

Bissell, Harvey S.
Cruising with the Wanderlusters [travel]. 300p. il. (col. front.), map '30 Los Angeles, Saturday Night Pub. Co., 356 S. B'way $3

Boyd, Aubrey
No man's woman. 245p. D (Dutton clue mystery) [c. '31] N. Y., Dutton $2
A mystery tale that is laid in Alaska. The Dutton prize book for January.

Brandreth, Paul
Trails of enchantment; introd. by Roy Chapman Andrews. 334p. il. O '30 c. N. Y., G. Howard Watt buck. $5
A book about the whitetail deer and the charms of hunting in the north woods.

Bülow, Hans Guido von
Letters of Hans von Bülow; ed. by Richard, Count du Moulin Eckart; tr. by Hannah Waller and ed. by Scott Goddard. 470p. O '31, c. '27, '31 N. Y., Knopf $7.50
These letters to his daughter Daniela, Richard and Cosima Wagner, Luise von Bülow, Karl Klindworth and Carl Bechstein throw new light on the Wagner-Liszt circle, and reveal the author's own personality as musical artist.

Burt, Henry Jackson
Steel construction; a text and reference book on the design of steel framework for buildings; rev. by Herman Ritow. 434p. il., diagrs. O '31, c. '20-'31 Chic., Amer. Technical Soc. $2.50

Adams, S. H.
Modern sewage disposal and hygienics. 484p. il. O '30 N. Y., Spon & Chamberlain apply

Alpha individual arithmetics (The); bk. 4, pt. 2; a combined text and workbook, fourth year—second half. 224p. il. diagrs. O [c. '30] Bost., Ginn pap. 52 c.

Andrews, Elizabeth Gordon
The development of imagination in the preschool child. 64p. (bibl.) il. diagrs. O (Studies in character, v. 3, no. 4) '30 Iowa City, Ia., Univ. of Ia. pap. $1

Armstrong, O. V., comp.
Comfort for those who mourn; Bible, poetry, prose. 100 p. D c. Nashville, Tenn. Cokesbury Press pap. 50 c.

Bascom, Elva Lucile
Book selection; rev. ed. 36p. (6p. bibl.) D (Manual of lib. economy, 16) '30 Chic., Amer. Lib. Ass'n pap. 35 c.

Bates, William Nickerson, jr.
Poetical intoxication. 60p. D (Harvard honors theses in Eng., no. 1) '30 Cambridge, Mass., Harvard pap. $1.25

Birkhoff, Barbara
As between friends. 57p. D (Radcliffe honors theses in Eng., no. 1) '30 Cambridge, Mass., Harvard pap. $1.25

Bodde, Derk
Shakspere and the Ireland forgeries. 67p. D (Harvard honors theses in Eng., no. 2) '30 Cambridge, Mass., Harvard pap. $1.25

Branner, Martin Michael
Winnie Winkle, the breadwinner [juvenile]. 48p. il. (pt. col.) O '30 N. Y., Cupples & Leon bds. 25 c.

Bureau of Agricultural Economics
The agricultural outlook for the Southern States, 1930-31. 56p. O (U. S. Dep't of Agri., misc. pub'n no. 102) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Channon, Henry
Paradise City. 246p. D [c.'31] N. Y., Dutton $2.50
The lives of a group of young people of the 90's in Paradise City, a small Wisconsin town, are followed throughout the years, describing the varied careers and love affairs of each one. The Dutton prize book for January.

Chardonne, Jacques
Eva, or, The interrupted diary [tr. by Viola Gerard Garvin]. 162p. D c. N. Y., Simon & Schuster bds. $2
A psychological novel, written largely in the form of an intimate diary, in which a sensitive novelist describes his emotions at three important stages in his life and attempts to understand his strange relationship with his wife, Eva.

Cheshire, Joseph Blount
Nonnulla; memories, stories, traditions, more or less authentic. 273p. O '30 c. Chapel Hill, N. C., Univ. of N. C. Press $4
About North Carolina.

Chittenden, Russell H.
The development of physiological chemistry in the United States. 427p. O (Amer. Chem. Soc. monograph, no. 54) '30 N. Y., Chemical Catalog Co. $6

Coblentz, Stanton A.
Shadows on a wall [verse]. 84p. O '30 N. Y., Poetic Pub'ns $1

Coleridge, Samuel Taylor
The rime of the ancient mariner [lim. ed.]. 46p. O '30 [N. Y.] Oxford bds. $7.50

Collman, Charles Albert
Our mysterious panics, 1830-1930; a story of events and the men involved. 318p. (bibl. footnotes) D c. N. Y., Morrow $2
The drama of the Wall Street panics of the last hundred years, leading up to, and interpreting the crisis of 1929.

Condensed chemical dictionary (The); ed. by the editorial staff of The Chemical Engineering Catalog; 2nd ed., rev and enl. 551p. O '30 N. Y., Chemical Catalog Co. buck. $10

Contract bridge simplified. 57p. T '30 Cin., Lewis Co., Enquirer Bldg. 75 c.; bx'd, 90 c.

Converse, Florence
Sphinx. 311p. D (Dutton clue mystery) [c.'31] N. Y., Dutton $2
A comedy-mystery laid in Italy and focusing upon some tourists there.

Corey, Lewis
The House of Morgan; a social biography of the masters of money. 479p. (6p. bibl.) il., map, diagrs. O '30 c. N. Y., G. Howard Watt buck. $5
A biography of the great financial institution which has played such an important role in the development of American industry and finance.

Cram, Ralph Adams
Impressions of Japanese architecture, and the allied arts [rev. ed.]. 242p. il. O [c.'05, '30] Bost., Marshall Jones $4
This volume, long out of print, now appears as the second volume in the uniform edition of the noted architect's writings.

d' Ars, Curé
Thoughts of the Curé d'Ars; for every day; comp. by W. M. B. 123p. (2p. bibl.) front. (por.) T '30 N. Y., Benziger Bros. $1.25

Eliot, Frederick May
Samuel McChord Crothers, interpreter of life. 32p. S '30 c. Bost., Beacon Press $1
An address given at the dedication of a tablet in memory of Mr. Crothers in Unity Church, St. Paul, Minn.

Emley, Alan M.
Guiding the child to success. 111p. front. (por.) D '30 c. Denver, Wm. H. Andre bds., $1.50; pap., $1
Methods of meeting child training problems.

Evans, Harriet Catherine
The Pine Ridge feud [fiction]. 142p. front. D '30 St. Louis, Concordia Pub. House $1

Fairman, Charles
Martial rule. '30 Chic., Callaghan & Co. $4

Feldman, Rabbi Abraham J.
What is faith. 100p. S '30 Hartford, Conn., Beth Israel Pulpit, 145 Ballard Dr. bds. $1.50

Fitch, Florence Mary
The daughter of Abd Salam; the story of a peasant woman of Palestine. 75p. il. (col. front.) D [c.'30] Bost., Badger bds. $2.50

Fletcher, Joseph Smith
The dressing room murder. 246p. D c. N. Y., Knopf $2
Who killed Sir John Riversley in his room at the Theatre Royal?

Gilbert, Morris
Lido lady. 284p. D [c.'31] N. Y., Sears $2
The romance of an American millionaire and a Balkan princess.

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de Vries, Louis Peter
The nature of poetic literature. 257p. (bibl. footnotes) O (Univ. of Wash. pub'ns in lang. and lit., v. 7) '30 Seattle, Univ. of Wash. Press $2.50; pap., $1.50

Dillman, A. C., and Starch, E. A.
Flaxseed production by power farming methods in the northern Great Plains. 19p. il. map O (U. S. Dep't of Agri., farmers' bull no. 1650) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Du Bois, Floyd R.
The insurance broker, his legal and practical position; his obligations to clients and insurance companies. 25p. O (Howe readings on insurance, no. 12) '30 N. Y., Insurance Society of N. Y. pap. apply

Edwards, Everett E.
A bibliography of the history of agriculture in the United States. 311p. O (U. S. Dep't of Agri., misc. pub'n no. 84) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 45 c.

Field, Eugene
Wynken, Blynken and Nod, and other verses [juvenile]. 16p. il. (col.) F '30 Akron, O., Saalfield Pub. Co. flex. bds. 10 c.

Foster, I. O., and Seehausen, Paul
Workbook to accompany Hayes' and Moon's Modern history. 176p. maps O '30 N. Y., Macmillan pap. 60 c.

Foster, I. O., and Wesley, Edgar Bruce
Workbook to accompany Hayes' and Moon's Ancient and medieval history. 145p. maps O '30 N. Y., Macmillan pap. 60 c.

Gates, Arthur I., and Peardon, Celeste Comegys
Practice exercises in reading; for grade 3, types A-D. 62p., ea. il. O c. N. Y., Teachers College, Columbia Univ.
pap., 25 c., ea.; manual of directions, 25 c.

Gilbert, Stuart
James Joyce's Ulysses; a study. 407p. (bibl. footnotes) O '31, c.'30 N. Y., Knopf $5
An exposition of Joyce's banned novel, which explains its allegorical symbolism.

Glaspell, Susan [Mrs. Norman Matson]
Brook Evans [il. with scenes from the photoplay, titled The right to love]. 312p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Graham, Evelyn
The life story of King Alfonso XIII. 314p. il. (pors.) O '31 N. Y., Dodd, Mead $5
A biography of the present King of Spain.

Green. Walton
Corsair. 309p. D [c.'30, '31] Garden City, N. Y., Doubleday, Doran $1
Jonathan Braughan was a hi-jacker beyond the 12 mile limit, a fashionable Long Islander, on land.

Greene, Mrs. Gwendolen Maud Parry
Two witnesses; a personal recollection of Hubert Parry and Friedrich von Hügel. 204p. il. (pors.) D ['30] N. Y., Dutton $3
The author's portraits of her father, the composer, Sir Hubert Parry, and her uncle, the great Catholic mystic, Baron von Hügel.

Greenwood, Ernest
Amber to amperes; the story of electricity. 341p. (2p. bibl.) il. O c. N. Y., Harper $4
The development of electricity told in the stories of the men who have furthered its advance.

Gwynne, Walker, D.D.
Holy matrimony and common-sense. 223p. (bibl. notes) D '30 c. N. Y., Longmans $1.25
An attempt to place the responsibility for teaching and encouraging "trial" marriage on those who profess and call themselves Christians, and especially on Episcopalians.

Hergesheimer, Joseph
The limestone tree. 386p. D '31, c.'29-'31 N. Y., Knopf $2.50
The saga of the Sashes of Kentucky, extending over a period of a hundred years in which the life of the family was identified with that of the state.

Holling, Holling Clancy
The twins who flew around the world; il. by the author. 67p. il. (pt. col.) F (De luxe ser.) [c.'31] N. Y., Platt & Munk $2
A story for children.

Hopkins, Linton C.
Black Buck. 256p. D c. Bost., Little, Brown $2
Why did Bob Williams, on the day of his release from prison, to wealth, happiness and the girl he loved, swallow the mysterious cigarette-paper note and then commit suicide?

Hudspeth, Willis
The out-of-doors. 192p. D '30 Lincoln, Neb., Claflin Pr. Co. $2

James, Norah C.
Shatter the dream. 280p. D '31, c.'30, '31 N. Y., Morrow $2
A young idealist falls in love with a seductive and sophisticated married woman. The background is London.

Johnson, Edgar
Unweave a rainbow; a sentimental fantasy. 320p. D c. Garden City, N. Y., Doubleday, Doran $2
The story of a young intellectual, his romantic dream of love and his gradual and mysterious disillusionment.

Johnson, Owen McMahon
Sacrifice. 345p. D (Copyright fiction) [c. '28, '29] N. Y., Burt 75 c.

Jones, George William
Five-place logarithms; 7th ed. 64p. Q '30, c.'20 Ithaca, N. Y., Cornell Cooperative Soc. 50 c.

Kandel, Isaac Leon
Essays in comparative education. 235p. (bibl. footnotes) O (Studies of Internat'l Inst., no. 11) '30 c. N. Y., Teachers College, Columbia Univ. $2.50
Lectures and articles on various phases of contemporary educational developments viewed from the comparative standpoint.

Keeler, Harry Stephen
Thieves' nights; the chronicles of De Lancey, king of thieves. 331p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Kinscella, Hazel Gertrude
Storyland; stories in music appreciation; bk. 1. 128p. il. (pt. col.) D (Kinscella readers) '30, c.'26, '30 Lincoln, Neb., Univ. Pub. Co. 60 c.

The man in the drum, and other tales; stories in music appreciation, bk. 2. 191p. il. (pt. col.) D (Kinscella readers) '30, c.'26 Lincoln, Neb., Univ. Pub. Co. 72 c.

Folk tales from many lands; stories in music appreciation, bk. 3. 224p. il. (pt. col.) D (Kinscella readers) '30, c.'26, '30 Lincoln, Neb., Univ. Pub. Co. 80 c.

Conrad's magic flight; stories in music appreciation, bk. 4. 320p. il. (pt. col.), map D (Kinscella readers) '30, c.'27, '30 Lincoln, Neb., Univ. Pub. Co. 88 c.

Tales of olden days; stories in music appreciation, bk. 5. 383p. il. (pt. col.) D (Kinscella readers) '30, c.'28, '30 Lincoln, Neb., Univ. Pub. Co. 96 c.

Around the world in story; stories in music appreciation, bk. 6. 447p. il. (pt. col.) D Kinscella readers) '30, c.'29 Lincoln, Neb., Univ. Pub. Co. $1.04

Hamer, Oliver Stuart
The master farmers of America and their education. 151p. (2p. bibl.) O (Studies in educ., v. 6, no. 2; Adult educ. ser., no. 1) '30 Iowa City, Ia., Univ. of Ia. pap. $1.25

Improved pocket guide of human anatomy; rev. and enl. ed. 32p. il. S '30 Milwaukee, Caspar, Krueger, Dory Co. $1.25

Jones, Paul V. B.
Analytical survey of modern European history, with assignments and special exercises; pt. 1, 1500-1815. 47p. O '30 N. Y., Macmillan pap. 50 c.

Kelley, Cornelia Pulsifer
The early development of Henry James. 309p. (3p. bibl.) Q (Univ. of Ill. studies in lang. and lit., v. 15, nos. 1-2) '30 Urbana, Ill., Univ. of Ill. Press pap. $2

Kelly, Isabel T.
Yuki basketry. 28p. (bibl. footnotes) il. map. diagrs. Q (Univ. of Cal. pub'ns in Amer. archaeology and ethnology, v. 24, no. 9) '30 Berkeley, Cal., Univ. of Cal. Press pap. 40 c.

Kirsch, C. W.
How to drape your windows. 86p. il. O '30 Milwaukee, Caspar, Krueger, Dory Co. $1.25

Knox, Katharine McCook
The Sharples; their portraits of George Washington and his contemporaries. 149p. (bibl. notes) il. Q '30 c. New Haven, Conn., Yale $6
About a famous family of portrait painters of the 18th century, with lists of their works and the diary of Ellen Sharples.

Koehler, Edward W. A.
A Christian pedagogy. 272p. D '30 St. Louis, Concordia Pub. House $1.75

Lagerlöf, Selma Ottiliana Lovisa
The ring of the Löwenskölds; including The general's ring: Charlotte Löwensköld: Svärd. 818p. D '31, c. '27-'31 Garden City, N. Y., Doubleday, Doran $3
The trilogy of the Löwenskölds' ring by the famous Swedish writer is completed with the new novel, "Anna Svärd."

Laighton, Oscar
Ninety years at the Isles of Shoals. 154p. il. D '30 Bost., Beacon Press $1.60
"Uncle Oscar," familiar to all residents and visitors on the Isles of Shoals, writes his reminiscences of a long life on these picturesque islands off Portsmouth, New Hampshire.

Lang, Erwin Paul
In the garden, and other poems. 129p. D [c. '30] Bost., Badger bds. $2

Lawrence, William Witherle
Shakespeare's problem comedies. 268p. (bibl. notes) O c. N. Y., Macmillan $3
A new interpretation, based on earlier customs and literary traditions, of some Shakespearean plays which have puzzled critics.

Lazenby, Charles
The servant; memorial ed. [theosophy]. 107p. front. S '30 N. Y., Lucis Pub. Co., 11 W. 42nd St. fab. $1, bx'd

Le Buffe, Francis P.
Anima Christi. 30p. front. T ("Let us pray" ser. I) '30 N. Y., America Press 30 c.

Lentz, Charles R., and Gable, Robert B.
Short waves [radio]. 384p. il. O '30 Altoona, Pa., C. R. Lentz, Inc. $3, bx'd

Living church annual (The); The churchman's year book; and, American church almanac, 1931. 638p. il., map D [c. '30] Milwaukee, Morehouse Pub. Co. $1.50; pap., $1

Locke, William John
Joshua's vision. 353p. D (Copyright fiction) [c. '28] N. Y., Burt 75 c.

Loughran, John X.
Twentieth century health science; a system teaching the acquirement of health and youth through nutrition; 2nd ed. 217p. front. (por.) O [c. '30] N. Y., World Health League, 55 W. 42nd St. $3

McNabb, Vincent Joseph
Thoughts twice-dyed. 86p. T '30 N. Y., Benziger Bros. 75c.
For Catholics.

Mann, Thomas
Mario and the magician; tr. by H. T. Lowe-Porter. 81p. D '31, c. '30, '31 N. Y., Knopf bds. $1.50
A strange and tragic story about the power exerted by a hypnotist over a diffident young man in an Italian summer resort.

Marie, Grand Duchess of Russia
Education of a princess; a memoir; ed. by Russell Lord. 400p. il., map O c. N. Y., Viking $3.50
One of the last surviving Romanoffs, who, still in her thirties, has lived through the stormiest years of Russia's history, and seen the old régime change to communism, tells the story of her life, which includes among other deeply interesting events a new version of the killing of Rasputin.

Maximov, N. A.
A textbook of plant physiology; ed. by A. E. Murneek and R. B. Harvey. 381p. il. O (McGraw-Hill pub'ns in agricultural and botanical sciences) '30 N. Y., McGraw-Hill $4

Moehlman, Conrad Henry, D.D.
When all drank and thereafter. 159p. (5p. bibl) il. D [c. '30] N. Y., Alcohol Information Committee, 150 Fifth Ave. $1.50
A study in prohibition perspective.

Mulford, Clarence Edward
The deputy sheriff. 296p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

Nathan, George Jean
Testament of a critic. 257p. D c. N. Y., Knopf $2.50
What a well-known American critic believes about literature, life, the theater, criticism and the arts in general.

Lambdin, J. E., ed.
Bible readings and program topics B. Y. P. U. and B. A. U. 1931; topics for weekly meetings for senior and adult unions, daily Bible readings with devotional comments. 174p. Tt c. '30 Nashville, Tenn., S. S. B'd of So. Bapt. Convention flex. fab. apply

McArdle, Richard E.
The yield of Douglas fir in the Pacific Northwest; with a section on application of yield tables by Walter H. Meyer. 72p. il. map. diagrs. O (U. S. Dep't of Agri., technical bull. no. 201) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

McMurtrie, Douglas C.
Structure in the new typography [lim. ed.]. 16p. O '30 Chic., Eyncourt Press pap. 50 c.

Melford, Austin
Kit Marlowe; a play in one act. 18p. diagr. S (French's acting ed., no. 762) c. '30 N. Y., S. French pap. 35 c.

Mother Goose
Mother Goose rhymes set to music; by Louise Patterson Sheldon. no p. il. (pt. col.) obl. D c. Los Angeles, Sierra Press, Pico & Los Angeles Sts. bds. $1, bxd.

My work book; for Terry and Billy stories, child-story primer. 46p. il. O [c. '30] [Chic., Lyons & Carnahan] pap. apply

Naylor, Louis Hastings
Chateaubriand and Virgil. 226p. (3p. bibl.) O (J. H. studies in romance lits. and langs., v. 18) '30 Balt., Johns Hopkins Press pap., $1.25

Nida, William L., and Stone, Julia M.
Workbook to accompany The dawn of American history. 119p. diagrs. Q c. N. Y., Macmillan pap. 48 c.

Poppe, Thomas W., and Strand, Harold P.
House wiring; a treatise describing and illustrating up-to-date methods of installing electric light wiring, bell and telephone wiring and burglar alarm wiring; 7th ed., rev. and enl. 233p. il. diagrs. S '30, c. '12-'30 N. Y., N. W. Henley Pub. Co. flex. cl. $1

Neff, Lawrence Wilson
Falling fire: a postlude to Pentecost [religious fiction]. 383p. D '30 Emory Univ., Ga., Banner Press $1.65

Neve, J. L.
The story and significance of the Augsburg Confession. 152p. D '30 Burlington, Ia., Lutheran Literary B'd $1.35

O'Connell, R. V.
Mary's Assumption. 166p. D '30 N. Y., America Press $1.50

Ogburn, Mrs. Dorothy
Death on the mountain. 286p. D c. Bost., Little, Brown $2
A mystery laid in a small southern community.

Oppenheim, Edward Phillips
Up the ladder of gold. 312p. D '31, c. '30, '31 Bost., Little, Brown $2
The exciting story of the richest man in the world, who lived a mysterious life of seclusion.

Q, pseud. [Sir Arthur Thomas Quiller-Couch]
Green bays; verses and parodies; new and enl. ed. 111p. D '30 [N. Y.], Oxford $2.25

Ramsey, Leonidas W., and Lawrence, Charles H.
Garden pools, large and small. 122p. il. (col. front.), diagrs. O '31, c. '30 N. Y., Macmillan $2.50
Information for the amateur on the planning, construction and care of both formal and informal water gardens.

Read, Opie Percival
I remember. 341p. D '30 c. N. Y., Richard R. Smith $2
Many years' reminiscences by a well-known American writer.

Rice, William Gorham
Carillon music, and singing towers of the old world and the new; rev. and enl. ed. 495p. (bibl. notes) il., map O '30, c. '14-'30 N. Y., Dodd, Mead $5

Roberts, Cecil
Goose Fair. 343p. D (Copyright fiction) [c. '28] N. Y., Burt 75c.

Roll, Erich
An early experiment in industrial organisation; being a history of the firm of Boulton and Watt, 1775-1805. 336p. (bibl. footnotes) il. O '30 N. Y., Longmans $5
The history of an English firm which manufactured industrial engines at an early date.

Salvian
On the government of God; this fifth century polemic done into English by Eva M. Sanford. 249p. (2p. bibl.) front. O '30 c. N. Y., Columbia Univ. Press $3.75

Shipley, Joseph T.
The quest for literature. 551p. (10p. bibl.) O c. N. Y., Richard R. Smith bds., $2.50; $3.50
A survey of literary criticism and the theories of the literary forms.

Smithes, M. F.
Things seen in Portugal. 157p. il., map T (Things seen ser.) [n. d.] N. Y., Dutton $1.50
Information about Portugal for the tourist.

Sorokin, Pitirim Aleksandrovich, and others, eds.
A systematic source book in rural sociology; v. 1. 665p. (bibls., bibl. footnotes) diagrs. O '30 c. Minneapolis, Univ. of Minn. Press. $6.50; set, $15
The first of three volumes which aim to present a comprehensive reference work of the most important writings on rural life and rural peoples in all languages from the earliest times to the present day.

Talbot, Francis X.
Richard Henry Tierney of the Society of Jesus. 200p. D '30 N. Y., America Press $1.50

Tenenbaum, Joseph Leib, M.D.
Mad heroes; skeletons and sketches of the Eastern Front. 226p. D c. N. Y., Knopf
War incidents told by a medical officer who served four years along the Russian, Roumanian and Italian fronts in the Austro-Hungarian army.

Thayer, Lee [Mrs. Emma Redington Lee Thayer]
The last shot. 315p. D [c. '31] N. Y., Sears $2
Peter Clancy, criminal investigator and summer tenant in a house on the Stanley Brainerd estate, gives up all ideas of vacation when the series of queer happenings in the Brainerd family are climaxed by the murder of Stanley Brainerd.

Thomas, Alan Ernest Wentworth
The death of Laurence Vining. 313p. diagr. D (Copyright fiction) [c. '29] [N. Y., Burt] 75 c.

Thompson, Sylvia [Mrs. Theodore Dunham Luling]
Portrait by Caroline. 288p. D (Atlantic Mo. Press b'ks) c Bost., Little, Brown $2.50
London, Paris, and the English country are the scenes of this story of a woman painter and the men she loves.

Preston, Mary Frances Johnson
Novel stunts; select stunts for assemblies, training schools, socials, encampments, parties, and school entertainments. 53p. il. S [c. '30] Nashville, Tenn., S. S. B'd of So. Bapt. Convention pap. apply

Radcliffe, Claude
Will-o'-the-Wisp; a romantic play of 1745 in three acts. 61p. diagr. S (French's plays for juvenile performers, no. 12) c. '30 N. Y., S. French pap. 50 c.

Roenigk, J. A.
Instruction manuals for automobile mechanics; mechanical replacements. 106p. il. Q (McGraw-Hill vocational texts) '30 N. Y., McGraw-Hill pap. $1.25

Schiavo, Giovanni
What crime statistics show about Italians. 30p. D (Italian Hist. Soc. pamphlet no. 9) [n. d.] [N. Y., Italian Historical Soc., 113 W. 42nd St.] pap. 5 c.

Smith, Joseph Russell
Our neighboring continents; 6th grade. 303p. front. maps O [c. '30] Phil., Winston apply
Our state and North America; 5th grade. 380p. front. maps O (N. Y. State geographies) [c. '30] Phil., Winston apply

Stormzand, M. J.
Study-guide tests in American history; pts. 1 and 2. 64p.; 63p. maps O '30 N. Y., Macmillan pap., 36 c., ea.; 1 vol. ed., 48 c.

Swears, Herbert
Dumb jewels; an original comedy in one act. 39p. diagr. S (French's acting ed., no. 301) c. '30 N. Y., S. French pap. 35 c.

Zimmer, John T.
Birds of the Marshall Field Peruvian Expedition, 1922-1923. 247p. map O (Zoological ser., v. 17, no. 7) '30 Chic., Field Mus. pap. apply

Vonier, Dom Anscar

The new and eternal Covenant. 297p. D ['30] N. Y., Benziger Bros. $2.90

A consideration of the essentials of Catholicism.

Wallace, Edgar

The Black. 348p. D (Copyright fiction) [n. d.] N. Y., Burt 75c.

Walling, Robert Alfred John

Stroke of one. 310p. front. (diagr.) D c. N. Y., Morrow $2

Scotland Yard finds that the solution of the murder of Sir Henry Polsue, whose body was found in the church belfry of a Devon village, involves a trail leading from San Francisco's Chinatown to France and then to Devonshire.

Weissmann, Adolf

Music come to earth; tr. by Eric Blom. 159p. D ['30] N. Y., Dutton $2.50

The late German music critic condemns the modern mechanization of music.

Wendte, Charles William, D.D.

The transfiguration of life by a modernist faith. 146p. il. D '30 c. Bost., Beacon Press $1.50

An affirmation of religious faith.

Wittke, Carl

Tambo and bones; a history of the American minstrel stage. 278p. (bibl. footnotes) D '30 c. Durham, N. C., Duke Univ. Press $2.50

By a professor of history at Ohio State University.

Woods, George Benjamin, ed.

Poetry of the Victorian period. 1130p. (bibls.) O '30 c. Chic., Scott, Foresman fab., $3.80

An anthology which includes critical and explanatory notes and brief biographies.

Yates, Dornford, pseud. [Cecil William Mercer]

By royal command. 303p. D c. N. Y., Minton, Balch $2

This tale of romantic adventure is a sequel to "Blood Royal."

Title Index to The Weekly Record

Does not include the material listed in smaller type

Adventures in the African jungle. Akeley, C. E. $3 *Dodd, Mead*
Amber to amperes. Greenwood, E. $4 *Harper*
Anima Christi. LeBuffe, F. P. 30 c. *America Press*
Around the world in story. Kinscella, H. G. $1.04 *Univ. Pub. Co.*
Ballads and poems, 1915-1930. Benét, S. V. $2.50 *Doubleday, Doran*
Black, The. Wallace, E. 75 c. *Burt*
Black Buck. Hopkins, L. C. $2 *Little, Brown*
Brook Evans. Glaspell, S. 75 c. *Burt*
By royal command. Yates, D. $2 *Minton, Balch*
Carillon music, and singing towers of the old world and new. Rice, W. G. $5 *Dodd, Mead*
Catechetical evangelization. Baltzly, O. D. $3 *Lutheran Literary B'd.*
Christian pedagogy, A. Koehler, E. $1.75 *Concordia Pub. House*
Condensed chemical dictionary, The. $10 *Chemical Catalog Co.*
Conrad's magic flight. Kinscella, H. G. 88 c. *Univ. Pub. Co.*
Constantine the Great. Baker, G. P. $3.50 *Dodd, Mead*
Contract bridge simplified. 75 c.; 90 c. *Lewis Co.*
Corsair. Green, W. $1 *Doubleday, Doran*
Crothers (Samuel McChord), interpreter of life. Eliot, F. M. $1 *Beacon Press*
Cruising with the Wanderlusters. Bissell, H. S. $3 *Saturday Night Pub. Co.*
Daughter of Abd Salam, The. Fitch, F. M. $2.50 *Badger*
Death of Laurence Vining, The. Thomas, A. 75 c. *Burt*
Death on the mountain. Ogburn, D. $2 *Little, Brown*
Deputy sheriff, The. Mulford, C. E. 75 c. *Burt*
Development of physiological chemistry in the United States, The. Chittenden, R. H. $6 *Chemical Catalog Co.*
Dressing room murder, The. Fletcher, J. S. $2 *Knopf*
Early experiment in industrial organisation, An. Roll, E. $5 *Longmans*
East of the Hudson. Atkinson, J. B. $2.50 *Knopf*
Education of a princess. Marie, Grand Duchess of Russia. $3.50 *Viking*
Essays in comparative education. Kandel, I. L. $2.50 *Teachers College, Columbia Univ.*
Eva. Chardonne, J. $2 *Simon & Schuster*
Falling fire. Neff, L. W. $1.65 *Banner Press*
Five-place logarithms. Jones, G. W. 50 c. *Cornell Cooperative Soc.*
Folk tales from many lands. Kinscella, H. G. 80 c. *Univ. Pub. Co.*
Garden pools, large and small. Ramsey, L. W. $2.50 *Macmillan*
Goose Fair. Roberts, C. 75 c. *Burt*
Green bays. Q. $2.25 *Oxford*
Guiding the child to success. Emley, A. M. $1.50; $1 *Wm. H. Andre*
Holy matrimony and common-sense. Gwynne, W. $1.25 *Longmans*
House of Morgan, The. Corey, L. $5 *G. Howard Watt*
I remember. Read, O. P. $2 *Richard R. Smith*
Impressions of Japanese architecture, and the allied arts. Cram, R. A. $4 *Marshall Jones*
In the garden. Lang, E. P. $2 *Badger*
Joshua's vision. Locke, W. J. 75 c. *Burt*

Joyce's (James) Ulysses. Gilbert, S. $5 *Knopf*
Last shot, The. Thayer, L. $2 *Sears*
Letters of Hans von Bülow. $7.50 *Knopf*
Lido lady. Gilbert, M. $2 *Sears*
Life story of King Alfonso XIII, The. Graham, E. $5 *Dodd, Mead*
Limestone tree, The. Hergesheimer, J. $2.50 *Knopf*
Living Church annual, The. $1.50; $1 *Morehouse Pub. Co.*
Mackerel sky. Ashton, H. $2.50 *Doubleday, Doran*
Mad heroes. Tenenbaum, J. L. $2.50 *Knopf*
Man in the drum and other tales, The. Kinscella, H. G. 72 c. *Univ.. Pub. Co.*
Mario and the magician. Mann, T. $1.50 *Knopf*
Martial rule. Fairman, C. $4 *Callaghan & Co.*
Mary's Assumption. O'Connell, R. V. $1.50 *America Press*
Music come to earth. Weissmann, A. $2.50 *Dutton*
New and eternal Covenant, The.. Vonier, A. $2.90 *Benziger Bros.*
Ninety years at the Isles of Shoals. Laighton, O. $1.60 *Beacon Press*
No man's woman. Boyd, A. $2 *Dutton*
Nonnulla. Cheshire, J. B. *Univ. of N. C. Press*
On the government of God. Salvian. $3.75 *Columbia Univ. Press*
Our mysterious panics. Collman, C. A. $2 *Morrow*
Out-of-doors, The. Hudspeth, W. $2 *Claflin Pr. Co.*
Paradise City. Channon, H. $2.50 *Dutton*
Pine Ridge feud, The. Evans, H. C. $1 *Concordia Pub. House*
Poetry of the Victorian period. Woods, G. B. $3.80 *Scott, Forsman*
Portrait by Caroline. Thompson, S. $2.50 *Little, Brown*
Quest for literature, The. Shipley, J. T. $2.50; $3.50 *Richard R. Smith*
Rime of the ancient mariner, The. Coleridge, S. T. $7.50 *Oxford*
Ring of the Löwenskölds, The. Lagerlöf, S. $3 *Doubleday, Doran*
Roads to glory. Aldington, R. $2.50 *Doubleday, Doran*
Sacrifice. Johnson, O. M. 75 c. *Burt*
Servant, The. Lazenby, C. $1 *Lucis Pub. Co.*
Shadows on a wall. Coblentz, S. A. $1 *Poetic Pub'ns.*
Shakespeare's problem comedies. Lawrence, W. W. $3 *Macmillan*
Sharples, The. Knox, K. M. $6 *Yale*
Shatter the dream. James, N. C. $2 *Morrow*
Short waves. Leutz, C. R. $3 *C. R. Leutz, Inc.*
Sphinx. Converse, F. $2 *Dutton*
Steel construction. Burt, H. J. $2.50 *Amer. Technical Soc.*
Story and significance of the Augsburg Confession, The. Neve, J. L. $1.35 *Lutheran Literary B'd.*
Storyland. Kinscella, H. G. 60 c. *Univ. Pub. Co.*
Stroke of one. Walling, R. $2 *Morrow*
Systematic source book in rural sociology, A.; v. 1. Sorokin. P. A. $6.50; set, $15 *Univ. of Minn. Press*
Tales of olden days. Kinscella, H. G. 96 c. *Univ. Pub. Co.*
Tambo and bones. Wittke, C. $2.50 *Duke Univ. Press*
Testament of a critic. Nathan, G. J. $2.50 *Knopf*
Textbook of plant physiology, A. Maximov, N. A. $4 *McGraw-Hill*
Thieves' nights. Keeler, H. S. 75 c. *Burt*
Things seen in Portugal. Smithes, M. F. $1.50 *Dutton*
Thoughts of the Curé d'Ars. $1.25 *Benziger Bros.*
Thoughts twice-dyed. McNabb, V. J. 75 c. *Benziger Bros.*
Tierney (Richard Henry) of the Society of Jesus. Talbot, F. X. $1.50 *America Press*
Trails of enchantment. Brandreth, P. $5 *G. Howard Watt*
Transfiguration of life by a modernist faith, The. Wendte, C. W. $1.50 *Beacon Press*
Twentieth century health science. Loughran, J. X. $3 *World Health League*
Twins who flew around the world, The. Holling, H. C. $2 *Platt & Munk*
Two witnesses. Greene, G. $3 *Dutton*
Unweave a rainbow. Johnson, E. $2 *Doubleday, Doran*
Up the ladder of gold. Oppenheim, E. P. $2 *Little, Brown*
What is faith. Feldman, A. J. $1.50 *Beth Israel Pulpit*
When all drank and thereafter. Moehlman, C. H. $1.50 *Alcohol Information Committee*
Windjammer. Attiwill, K. $2.50 *Doubleday, Doran*
Your child year by year. Anderson, J. E. $3 *Cupples & Leon*

Old and Rare Books

Frederick M. Hopkins

THE sales held during the first half of the present auction season—the part before the holidays—were quite as successful as could have been expected. Whether in New York, Boston, Chicago, Newark or Metuchen, genuinely rare and desirable books in the right condition brought good prices, and in many instances significant new high records were made. First editions of American authors formed a large part of the consignments sold, and when they met the requirements of discriminating collectors they brought high prices. A point of great significance was that books cataloged with many defects, that have hitherto been difficult to sell, found a ready market, of course at lower prices than fine copies. The fact that collectors are buying these first editions is conclusive proof that "crisp" and "pristine" copies are unobtainable. And another point worth noting is that as much as many dealers would like to sell the books picked up in London last summer, they have been forced to pay a good deal of attention to the new line of collecting. Just how high the prices of American first editions are going it would not be safe to prophesy. If one had predicted ten years ago that in 1930 Longfellow's "Evangeline" would be bringing $1,000; Hawthorne's "Fanshawe," $5,000; Melville's "Moby Dick," $1,250; Dana's "Two Years Before the Mast," $1,400; Lowell's "Commemoration Ode," $1,700; and many other first editions not then in demand, would be bringing similar prices, no one would have believed it. The interest in American first editions is still growing. It is natural and high time that Americans should take such an interest. Bibliographical knowledge necessary for intelligent collecting is becoming more and more available and will greatly help it. When the next great sale is held, like the Wakeman sale for instance, new high records will be made that will surprise the world.

This is the time for collectors to work, and it is an opportunity that rare book dealers cannnot afford to neglect.

THE sale of the collection of autographs of the late John C. Thurman, of Green Bay, Wisc., held by the Newark Galleries in Newark, N. J., in a single session on December 5, had many points of interest. The 300 lots brought $7,915, and the prices realized must have been very satisfactory to all parties concerned. A few representative lots and the prices which they brought were the following: A. L. S. of Joseph Brant, Mohawk Indian Chief and author, 2 pp. folio, March 17, 1799, $115; Typed manuscript quotation of Calvin Coolidge, 1 p., 4to, signed, $47.50; cut signature of Benjamin Franklin, accompanied by an engraved portrait by Holloway, $70; A. L. S. of Albert Gallatin, 1 p. 4to, July 11, 1834, to Erastus Corning, $70; L. S. of Nathaniel Greene, 2 pp., folio, Smith's Cove, June 16, 1779, to Col. Bowen, $100; Typed quotation signed by Warren G. Harding, 1 p., 4to, $82.50; A. L. S. of William Henry Harrison, 2 pp., 4to, North Bend, July 18, 1799, $77.50; L. S. of Samuel Huntington, Signer of the Declaration of Independence, 1 p., 4to, Philadelphia, November, 1780, to General Greene, $105; A. N. S. of Abraham Lincoln, 12mo, August 22, 1861, $150; Musical manuscript of Franz Liszt, 15 pp., oblong folio, the score of his symphonic poem, "Hungaria," $150; A. L. S. of William Howard Taft, 8 pp., 8vo, Chicago, June 15, 1918, referring to his World War work, $140; an A. L. S. of Woodrow Wilson, 2 pp., 12mo, Princeton, April 10, 1899, $147.50: and an L. S. of Washington, 1 p., folio, Sept. 11, 1789, to Thomas Mifflin, $265.

A COLLECTION of maps, printed and in manuscript, issued prior to 1795, relating to North America, including some extraordinary Revolutionary War maps, will be sold by Charles F. Heartman, at Metuchen, N. J., on January 10. The catalog contains 161 lots and very full descriptions are given. It is one of the most interesting groups of early American historical maps ever offered for sale. Originally they partly belonged to such famous collections as were formed by the Earl of Bute, Duke of Leeds, Lord Germaine, Colonel Simcoe, Duke of Richmond, Sir Henry Clinton, and other famous men. Their source is in itself a guaranty as to their fine condition and historical interest. Mr. Heartman says: "This is, perhaps, the finest lot of manuscript Revolutionary War maps ever offered at auction sale; at any rate during my time. It is rarely that manuscript maps of the American Revolution appear in the market. When they do, the prices quite often go into four figures." And Mr. Heartman continues: "Although it is with considerable pride that this catalog is sent to prospective clients—collectors, dealers, and librarians alike, for I feel reasonably sure that for the first time an auction sale, solely consisting of maps, has been offered to the public with adequate descriptive notes, displaying in most cases a scholarly attitude which should be most helpful to the future owners of this collection."

THE December Catalog No. 107, issued by Ernest Dressel North, comprising English, French and American first editions, presentation copies in original bindings, holograph manuscripts, and standard authors in fine bindings contains 221 lots selected with Mr. North's customary skill for the discriminating collector who wants the right books in the right condition. A few lots of outstanding interest are Jane Austen's "Emma," 3 vols., original boards, entirely uncut, in case, London, 1816, $1,500; same author; "Pride and Prejudice," 3 vols., full polished calf, untrimmed, in case, London, 1813, $1,500; Beaumont and Fletcher's "Comedies and Tragedies," folio, sprinkled calf, London, 1647, $1,500; Charlotte Brontë's "Jane Eyre," 3 vols., original cloth, uncut, London, 1847, in case, $3,500; Lord Byron's "Hours of Idleness," 12mo, levant morocco, Newark, 1807, $1,500; De Quincey's "Confessions of an English Opium-Eater," 16mo, original boards, uncut, London, 1822, $2,500; Fitzgerald's "Rubáiyát of Omar Khayyám," small 4to, full levant morocco by Riviere, London, 1859, $4,500; Johnson's "The Lives of the Most Eminent English Poets," 4 vols., original boards, uncut, London, 1781, with an important letter of James Thomson inserted whose biography is contained in the book, $1,800; and Longfellow's "Evangeline," 16mo, original glazed boards, uncut, Boston, 1847, $1,000. The catalog is well printed, and the items are carefully described and have Mr. North's illuminating notes.

A COLLECTION of rare Americana, the property of Elisha W. McGuire, of Brooklyn, will be sold by the American Art Association, Anderson Galleries, Inc., in the afternoon session of January 14. The collection includes early almanacs; books relating to the North American In-

ANNOUNCEMENT

For the greater convenience of our clients, we are transferring all Exhibitions and Sales of Rare Books to New York City. Until such time as our own location is put in readiness we have obtained the temporary use of the Wallace H. Day Galleries, 16 East 60th Street.

Kindly continue to address all communications to the Newark office.

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dians; Revolutionary broadsides; autograph letters; log books of voyages to California and China; and two fine copies of the first edition of Washington Irving's "History of New York," published in 1809, containing the rare view of New Amsterdam. Among other outstanding items are the original edition of the Articles of Confederation, printed at Lancaster, in 1777; a rare Revolutionary broadside of July, 1775, issued by Jonathan Trumbull, governor of Connecticut; the rare French and Indian War pamphlet, "A Memorial containing a summary View of Facts, with their Authorities," printed and sold by Hugh Gaine "at the Printing Office at the Bible and Crown, in Hanover-Square," New York, 1757. There is apparently no record of the sale of this item since the Brinley sale in 1879, when it was described as "rare." The catalog contains 344 lots, and the collector or dealer in Americana will find much here deserving of his attention.

THE library of the late Charles A. Deschamps of Norwood, Manitoba, Canada, together with selections from the library of Mrs. H. D. Maxwell, of Montclair, N. J., will be sold by Ritter-Hopson Galleries, at their temporary headquarters, 16 East 60th Street, January 16. The outstanding feature of the sale is an important group of rare first editions of American authors including Whittier's "Snowbound," Alcott's "Little Women," Melville's "Moby Dick," Mark Twain's "Tom Sawyer," Crane's "Red Badge of Courage," Dana's "Two Years Before the Mast," Wallace's "Ben Hur," a presentation copy of Hawthorne's "Life of Franklin Pierce," Poe's "Raven," and other American and English first editions, including colored plate books and early American fiction. Most of these first editions are reported to be in good condition and well worth the consideration of the discriminating collector.

ON Tuesday, December 30th, an exhibition of Currier and Ives lithographs opened in the Main Exhibition Room of the New York Public Library and will remain on view through March 31, 1931. The prints shown are from the collections of Harry T. Peters and the Library.

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Mr. Peters has generously lent a large number of prints from his splendid collection—a collection well known to all print collectors—and the exhibition affords an unusual opportunity of seeing not only some of the finest specimens of these famous lithographs, but also a series of pictures portraying American life and American scenes from the late forties to the early seventies of the 19th century. Many of the prints are of considerable artistic merit, most of them have considerable documentary value as pictorial records of the social history of the period, and all of them are of extraordinary interest. The prints shown—nearly 200 in number—have been selected primarily for the scenes and subjects represented.

IN commemoration of the final delivery to the Library of Congress of the great vellum copy of the Gutenberg Bible, Edward L. Stone, well-known printer of Roanoke, Va., has issued a brochure entitled "The Great Gutenberg Bible," with photographs of the Benedictine Monastery of St. Paul in Carinthia, Austria, of Dr. Strelli, the Abbot, delivering the Gutenberg Bible to Doctro Vollbehr, a photograph of the books themselves as they arrived in Washington. In the preface to the brochure, Hon. Ross A. Collins of Meridian, Miss., who put the bill providing for the purchase of the Vollbehr Collection so successfully through Congress, says, "It is to the credit of our national cultural foresight that not a voice was raised against the act that provided for this purchase. It seems especially fitting that the whole people share in the purchase of such an outstanding acquisition as the three thousand specimens of fifteenth century printing and this wonderful Bible."

Auction Calendar

Monday evening, January 12th, at 8.15 p.m. Americana, including books, pamphlets, autograph manuscripts, letters, etc. (Items 269.) Newark Galleries, Inc., 153 Washington St., Newark, N. J.

Catalogs Received

Americana, first editions and standard authors. (No. 9; Items 590).) Nadle's Book Nook, 5017 West 22nd Place, Cicero, Ill.

Autographs. (No. 5; Items 240.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Baden Wurttemberg, Elsass-Lothringen, Osterreich, Tschechoskiwajeum Ungarn, Schweiz. (No. 52; Items 3277.) M. Edelmann, Hauptmarkt 3 und Krelingstrasse 28, Nuremberg, Germany.

Canadiana. (List Q; Items 430.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Modern first editions, Americana and miscellaneous literature. (No. 10; Items 213.) David Magee, 480 Post St., San Francisco, Cal.

Modern first editions, private press books and illustrated books. Barnet B. Ruder, 8 West 47th St., New York City.

Old geographical atlases. (No. 177; Items 286.) Ludwig Rosenthal, Hildegardstrasse 14, Munich, Germany.

Philology. (No. 18.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

Physique. (No. 132.) Hermann & Co., Paris (V), France.

Political economy. (No. 455; Items 2182.) Bowes & Bowes, 1 Trinity St., Cambridge, England.

Printing, its history and practice. (No. 90; Items 1010.) Grafton & Co., Coptic House, 51 Great Russell St., London, England.

Prints, including Currier and Ives, and books. (Items 216.) The Market for Exchange, 88 Broad St., Room 712, Boston, Mass.

Rare and early printed books, autographs and manuscripts, early English literature, miniatures, bindings. (No. X.) Paul Gottschalk, Unter den Linden 32, Berlin W. 8, Germany.

Rare and valuable books relating to the occult sciences. (No. 439.) Bernard Quaritch, Ltd., 11 Grafton St., London, W. 1, England.

Rare biography, dramatic literature and miscellaneous books. (No. 288.) Shepard Book Co., 408 Southmate St., Salt Lake City, Utah.

Rare books and modern first editions. (No. 223.) James F. Drake, 14 W. 40th St., New York City.

Rare books and modern first editions. (No. 12.) Raphael King, 6 Bloomsbury St., London, W. C. 1, England.

Rare, fine and interesting books, including numerous first editions. Kate Greenaway items, old books on shipping, travel, etc. (No. 22.) Martin A. McGoff, 17 Moorfields, Liverpool, England.

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BOOKMAKING

A Monthly Department

Your Paper and the Coal Bill

Meiric K. Dutton

THE coming of winter means more to the publisher than simply the paying of coal bills. It means, among other more or less important matters, that the paper which he has been supplying for his publications and which has been giving such satisfaction may now be a source of much complaint on the part of printer, binder, and reader. If it is a hard sheet with a high finish, the printer may complain that it is "full of static"; the binder that it breaks in folding; and the reader that it is full of offset smears.

All these criticisms will seem with apparent logic to be defects in the paper; and the publisher may be looking forward with dismay to another lengthy siege of securing samples, analyses, and test runs of various papers. In most such cases it will be found that working conditions in the paper storeroom, printing plant, and bindery rather than actual paper specifications are responsible for the difficulties. When encountered during the winter months, the three difficulties mentioned above may almost invariably be ascribed to cold or dry air in the work-rooms.

Paper will not actually hold and carry electricity, so the printer is not technically correct in saying that the paper is "full of static." Yet it is certainly true that the generation of electricity while paper is being handled or while it is going through the press is one of the greatest difficulties encountered by most printers during the winter months. This electricity so charges the paper as to set up a mutual attraction between individual sheets. This mutual attraction of the sheets for each other creates difficulty in feeding, in delivery, and in jogging, while greatly increasing the amount of spoilage and the tendency to offset.

The elimination of electricity may be effected in several ways. The addition of moisture to the atmosphere may generally prove helpful, since moist, warm air aids in conducting electricity away. A string of tinsel rigged across the delivery so as to touch the sheet and grounded will help to carry away the electricity. Electric static-eliminators and gas flames are more certain aids. Where a gas flame is used, however, the moisture content of the air should be rather high to obviate the danger of making the sheets brittle. Often an electric static-eliminator will be applied where the sheets come from the cylinder and a gas flame at the end of the delivery to aid in setting the ink as well as to eliminate static.

Paper should never be brought directly from a cold warehouse to the press for use but should be seasoned throughout in accordance with the conditions under which it will run. Such seasoning reduces the possibility of static electricity.

The breaking of sheets in folding is greatly increased during the winter. The cold winter air is very low in moisture content. As this air becomes heated in the pressroom, its affinity for moisture becomes greater and it absorbs moisture from the paper in an effort to establish a balance. In this as in most respects, paper bears a strong resemblance to the stick of wood of which it is composed. The first sign of this withdrawal of moisture from the paper is the tendency of the sheet to curl, thereby greatly increasing the difficulties of feed-

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ing to the grippers. As this drying-out process continues, the paper becomes brittle, and, as a dry stick will break easily while a damp stick will bend before breaking, so in folding the sheet the fibers will break rather than bend when dry.

It should be particularly noted that these objections may appear in any given paper while paper of a different character is being run in the same pressroom without the slightest difficulty. Similarly, the working conditions in that plant might vary within a week to such an extent that just the reverse might be true, the first sheet working smoothly and the second lot with difficulty. No valid criticism could be made of either of these sheets.

Lack of humidity control in most printing plants is the cause of many difficulties in the handling of paper. Paper, being composed mainly of fibers of wood or linen, will absorb moisture and swell just as will the materials of which it is made. Machine-made paper has most of its fibers running in one direction,—that in which the paper-machine is running. As these fibers absorb moisture, they increase in circumference to a considerable extent while showing little variation in their length. Consequently it is "across the grain" rather than "with the grain" that most of the variation takes place. This swelling of the fibers is, of course, cumulative; and it is not unknown that a sheet may stretch a quarter of an inch because of this swelling.

Obviously such a change occurring during the printing will create great difficulties in register. Therefore it is of great importance, particularly in pressrooms not equipped with humidity control, that the piles of paper stock be carefully covered at all times with waste sheets.

Even when the stock is well covered in this manner, the piles of paper are apt to develop wavy edges because of the high relative humidity of the air which touches these edges. The longer the pile is subjected to these conditions, the deeper will this wave develop toward the center of the sheet.

Since summer, or warm air will hold a much higher percentage of moisture than will cold, winter air, it is in the summer that by far the greater difficulties of stretch and wavy edges are met. In the winter, the charge that the paper curls is almost equally prevalent, this difficulty being due to the reverse condition in which the dry air, as it becomes warmed in the building, absorbs moisture from the sheet, thereby shrinking the circumference of the fibers and contracting the sheet. This may usually be overcome by the addition of moisture to the atmosphere, which may be accomplished in any one of many ways, ranging from a complicated system of washing all air as it comes into the plant to the simple expedients of sprinkling the floor or placing pans of water on all radiators.

Both wavy and curled edges tend to cause trouble in the automatic feeding on both press and folder, as well as to cause poor register. Running times are increased on both machines; and spoilage may be greatly increased. Wavy edges create a tendency to crease on the tail of the sheet. The same action which causes sheets to curl also makes them brittle, causing them to break in folding. A relative humidity of about 65 with a temperature of 73 is considered to be desirable both for workman and for paper.

Many types of humidity control are available to the printer today. The more complete of these systems definitely regulate all air as it enters the plant. The majority of them, however, simply add moisture to the atmosphere. This latter type is effective in reducing the printer's troubles in winter; but, in summer, it is necessary to take moisture from the air,—a more difficult process.

Offset is another of the great difficulties with which the printer contends. Offset or the transfer of ink from one sheet to the back of the sheet above it on the delivery end of the press creates great spoilage and, often enough, rejection of the job.

For many years it was considered necessary to slipsheet any form with heavy cuts which was printed on a paper of relatively high finish. This practice is still very largely resorted to in most European printing plants where the printer from America may often see slipsheeting on forms which he would consider quite simple.

Slipsheeting not only adds to the labor required but also cuts down the speed of the presses. American printers have dem-

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onstrated effectively that if a form which is properly made ready, is run on a press with proper static-eliminator equipment, with only a sufficient amount of that ink which suits the paper, very little offset will be encountered. In this connection, too, it may be noted that the replacing of much super-calendered paper with English-finish paper has greatly decreased this difficulty. The cooperation between the American printer and his paper manufacturer is very notable in this matter.

The nature of the ink used in relation to the character of the paper is a great factor in the reduction of offset. The varnish which forms the body of the ink must be of such a density as to penetrate the paper sufficiently to set and bind the pigment to the surface of the paper, but most not remain in a wet state on top of the paper for too long a time.

Some soft papers require an ink which dries mainly by absorption; super-calendered and coated papers require an ink that is readily dried by oxidation. The color of the ink must be sufficiently strong to give the proper value without its being "flooded" on the sheet. Close attention to these details will eliminate practically all difficulties of offset even on super-calendered and most coated papers without resorting to slipsheeting.

A Printer's Notes on Book Production

Herbert Simon

The Kynoch Press, Birmingham

V. The Choice of Type

THE selection of a suitable type for a book is not quite so simple as it seems. The innumerable variations in design of type give rise to a certain amount of hesitancy and confusion. Moreover, printers themselves cannot always be relied upon, and often their representatives seem woefully ignorant about the material at their command. Most publishers will recognize the ardent traveler who pulls out his specimen book and, pointing to a "Modern," makes the observation that "it is nearly as good as Caslon." Men of taste and sound judges of type are so comparatively rare in the printing trade that publishers cannot afford to place absolute trust in their judgment. There are, of course, exceptions to be found in those splendid printing offices where scholarship and a sense of design are considered to be of primary importance. But these excellent offices are in the minority and, for the most part, the study of design and form has been neglected. With these conditions obtaining, the obvious course open to the publisher is to gain for himself the knowledge which the printer so surprisingly lacks. Equipped with essential knowledge, he will be in a good position and should be able to influence effectively the typography and general format of his productions. There is plenty of evidence already of book-printing being influenced from without, particularly by the publishing trade and enthusiastic amateurs.

A printer's stock of type must be limited, and it is unfair to expect that his composing room should possess fonts of every style of type that exists. He could not afford such equipment, and his composing room would not be large enough to house such a great mass of material. It is certainly true, however, that a printer is better placed than he was formerly to have in stock an adequate and well-selected range of type. Mechanical composition has swept away the necessity of having case upon case for hand-setting. Now it is only a question of possessing the master matrices, supplemented, in the case of the Monotype system, with a few cases of type for use when making corrections. Where the slug line system is used, such as Linotype or Intertype, even the corrector's cases can be dispensed with. Although this simplification has made it possible for the printer to offer a wider range of types, yet it does not follow that his ability to choose good

designs has been enhanced. More than ever the influence of the man of taste is needed, with his power of discrimination. It has been said that a printer is known by his composing room and, in the case of the book-printer, there might quite well be a less reliable method of assessing his capabilities. A publisher will do well to study the type books; he will surely find them illuminating guides to the character of printing offices.

In any consideration of type for bookwork it must be remembered that "ease of reading" is the essential quality. Other considerations can only be of subsidiary importance. Therefore, all condensed or deformed types can be dismissed so far as the main body of the text is concerned. Title-pages may require on occasions exotic forms, but for the moment their problems are not our concern.

There appears to be three decisive factors which contribute to reading ease. The first of these is the size of type, the second a moderate, but distinct, graduation in thickness between the up and the down strokes of the letters, and the third is the spacing between the words and the lines. Size of type is determined to a large extent by the size of the page. In a crown octavo book the smallest size that can be used safely is 10 point, and even then care should be taken to select a face which is round and clear. The "roundness" of a type depends on the "counter" of the letter; the counter being the white space left between the surrounding lines of the printing surface of the face. In a condensed type the normal width of the counter has been narrowed; an expanded letter denotes that the counter has been made wider than usual. The eye is not accustomed to these extreme variations and the legibility of the text suffers in consequence. In a good round face the counter is slightly wider than the normal but not excessively so.

It is as well to remember that although different types may be cast on the same body measurement, yet the size of the printing surface may vary considerably. This is shown in Fig 1,* which compares 10 point Caslon Old Face and 10 point Baskerville. The former seems more like the normal 9 point, while the latter might be taken for 11 or 12 point. Anything smaller than 10 point in the main text of bookwork would clearly be very tiring to the reader's eyes; the use of the smaller sizes should be confined to footnotes or sidenotes or perhaps to a synopsis of contents at the beginning of a chapter.

It is the artist's instinctive faith in the deep significance of all form, his devotion to the beauty in which the hidden realities of life clothe themselves, which make the true value of his contribution to civilization. He leaves to the philosopher and the man of science the

If the artist was universally used as interpreter of the national religion it was not because he necessarily believed in the particular dogmas he was employed to express, but because he had an instinctive faith in those realities of the human

Fig 1. *10-point Caslon Old Face at the top; 10-point Baskerville below.*

The wider lines of demy† or medium octavo books demand something larger than 10 point. A size which is much used (in crown 8vo as well) and deservedly popular is 11 point cast on a 12 point body. This implies that the type is cast from 11 point matrices on to a slightly larger body and the extra space provided becomes equivalent to a 1-point lead, running parallel to the top margin, between the lines. In most fonts it adds quite noticeably to the ease of reading if the lines are separated by a small amount of white space and by casting 11 point on 12 point body this end is achieved without an additional operation (*see Fig.* 2). Twelve point is also a reasonable size for demy and medium octavos and is particularly pleasant and legible when an old face type with generous ascenders and descenders is used. With types of this kind it is rarely necessary to add interlinear spacing by means of inserting leads of various thicknesses.

There is just as much danger in using a type face which is too large as there is in using one which is too small. A large type face in a narrow book destroys all sense of balance and proportion and is ex-

* The specimens of type faces used to illustrate this article are those supplied by English manufacturers and may differ slightly from those readily available in America.

† The following table lists the sizes of the various formats mentioned in this article:

Demy Octavo	5⅝ x 8¾
Medium Octavo	6 x 9
Crown Octavo	5 x 7½
Demy Quarto	8¾ x 11¼
Royal Quarto	10 x 12½

It may be that some day some Church will begin to understand that this faith, deeply rooted in the artist's nature, is at least as valuable as its own faith, and will turn to it for help, and will make use of it—not to give an atmosphere of mere ecclesiasticism, but to

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Fig 2. The first six lines are set in 11-point Baskerville. The last six in 11-point Baskerville on a 12-point body.

tremely uncomfortable to read. Divided words at the end of lines are very frequent and there are an insufficient number of words to be absorbed before the eyes have to take a jump and pick up the succeeding line. The larger sizes of type, from 14 point upwards, should be reserved for pages of a generous size. A 14 point type for a crown octavo book can be condemned; not only is it a source of annoyance for the unfortunate reader, but also a source of quite unnecessary presswork expense to the publisher. The large type would, of course, spin out the manuscript and add more to the cost of paper and binding.

Large books, such as demy quarto or royal quarto, are more difficult to plan than octavo. They are less common and typographers are not called upon to consider their problems so frequently. This is, perhaps, a reason why many of these grandiose productions are so poorly executed. The designer has to determine, in the first place, whether the book is to be set in single or double column. If the format is to be double column, the normal type sizes of the octavo books will be suitable; 10, 11 or 12 point with a 6 point white space to divide the columns. These sizes, however, are totally inadequate for the long lines of the single column. The occasion demands larger sizes such as 14, 16 or 18 point. But in all "wide-measure" setting great care should be given to interlinear spacing or "leading" (Fig. 3). It is curiously difficult to pick up lines in correct sequence when type is set solid to a wide measure, and the reader will be less incommoded if a liberal amount of leading is introduced. One point leading may suffice on some occasions, but 2 point or 4 point is likely to be more effective in the majority of cases.

There must be many hundreds of different book-work types in existence, and it would be hardly profitable to discuss each one individually. The examination must be conducted on more general lines. The variations in type design can be grouped quite fairly into three categories; first, the old face types, secondly, the "transitional," and, thirdly, the "modern."

The "old face" group, as the label implies, can claim distinguished descent. The humanistic writing hands of the renaissance are their ancestors. It is to be expected that a beautiful writing hand would give to the letter forms a slightly free-hand rendering and it is this quality which is characteristic of the "old face," and which gives it a lack of rigidity which invites comfortable and restful reading. The

To-day nothing of a national, local, or religious character is expected of artists. On the contrary, patronage of the arts is almost entirely in the hands of the individual patron. It is, naturally enough, his own personal ideas that the patron wishes to impose on artists, and it is for

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Fig. 3. A wide measure setting with the first four lines in 12-point Old Style solid and the last four lines in 12-point Old Style, 2-point leaded

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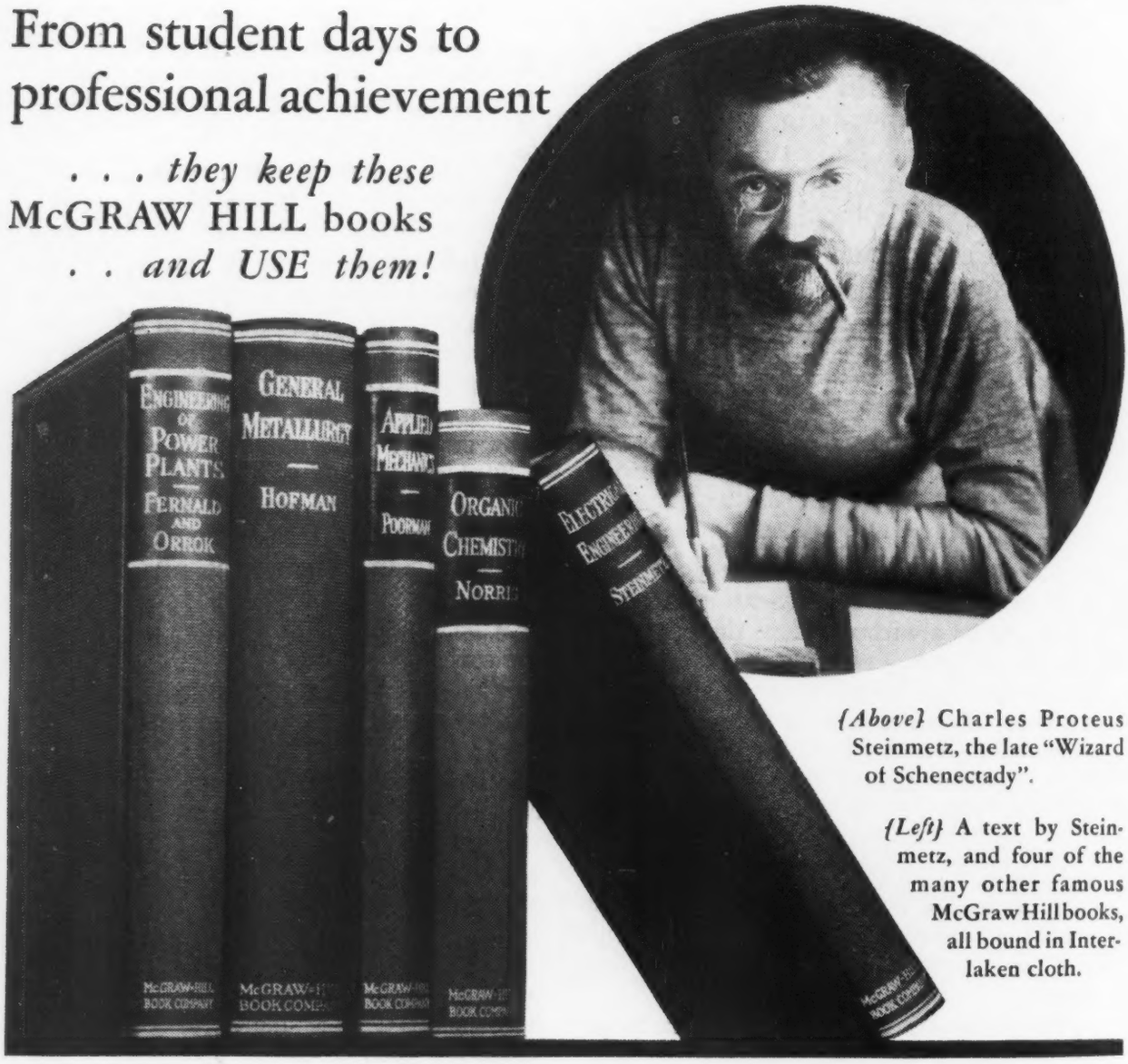

{Above} Charles Proteus Steinmetz, the late "Wizard of Schenectady".

{Left} A text by Steinmetz, and four of the many other famous McGraw Hill books, all bound in Interlaken cloth.

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ascending and descending letters are of generous proportions and are not truncated for the purpose of obtaining a larger face on the type body. The serifs are bracketed and present a slightly uneven appearance. It is interesting to compare the serifs of a Caslon capital letter (old face) with the "modern" Bodoni (Fig. 4). An important factor in type design is the difference in weight of line between the ascending and descending lines. It is a reminder of the days of the old writing-master with his reiterated exhortation "up thin and down thick!" In the old face types there is generally a moderate but sufficient distinction in thickness between the up and the down lines which tends to give to a page a harmonious balance of tone. The remarkable popularity of Caslon Old face for book-work is in itself significant of the worthiness of old face fonts. The slightly informal draughtsmanship and the subtle contrast in tone of the "up and down" lines afford a foil against monotony and make it pleasant to read for page upon page. Fortunately, for printer and publisher alike, there have been many revivals and re-cuttings of old face types, and there is no practical bar against their widespread use.

The "transitional" types form a link between the "old face" and the mechanical and unventuresome "moderns." They are robustly shaped letters, and, being more rigid and formal than the "old face," they should appeal to those who would like to introduce an echo of the modern movement into book production. Transitional types usually have a "common-sense" quality in their shape which makes them excellent bookwork fonts. Baskerville and Fournier are two good examples. In passing from the free hand to the more or less mechanical, the bracketed serif is replaced by the square (or straight) serif, and the modelling of the letters is uniform and restrained and quite honestly owning up to a relationship with set-square and compass. Regular alignment of the letters is another point of distinction between the transitional types and the "old face." This may not seem very important to the general reader, but regular alignment lays emphasis on mechanical perfection, and it does appear to be apposite in the production of scientific or mathematical works. Indeed, the transitional types are in many respects more in accord with modern machinery and modern papers than the "old face;" while sacrificing little in grace they have rid themselves of archaic qualities.

In the case of the "modern" face types mechanizing has been carried a little too far. The hand of the artist seems lost, and pure manual skill has been given unbridled licence. Line and form become so rigid and accurate that all essential life and vigor disappear. Serifs degenerate into mere flecks without any particular modelling, and the important balance in tone between the "up and down" lines is sacrificed. The result is a grey, tenous and rather monotonous page which is not really satisfactory for reading. There are occasions when modern face types are singularly appropriate but, on the whole, they are dangerous and it is safer to give preference to the old face and the transitional. The type specimens printed on the following pages are a selection of old face, transitional and modern faces which are available on the various type-setting machines. Very courteously Intertype, Ltd., Lanston Monotype Corporation, Ltd., and Linotype & Machinery, Ltd., undertook the various settings.

M M

Fig. 4. On the left Bodoni, on the right Caslon Old Face. Compare serifs and proportionate thickness of up and down lines

Specimens

In addition to their more or less permanent acquisitions,-most of the provincial galleries hold annual exhibitions of contemporary pictures. To these exhibitions artists are encouraged to send their works by the promise of the purchase of some of them for the permanent collections. Such has been, during the last generation, the limit to the responsibilities the city has felt to-

Linotype 10 *pt.* MODERN NO. 11

In addition to their more or less permanent acquisitions, most of the provincial galleries hold annual exhibitions of contemporary pictures. To these exhibitions artists are encouraged to send their works by the promise of the purchase of some of them for the permanent collections. Such has been, during the last generation, the limit to the responsibilities the city has felt towards its own citizens

Linotype 11 *pt.* OLD STYLE NO. 6

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Linotype 11 *pt.* OLD STYLE NO. 10

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Linotype 11 *pt.* GRANJON OLD FACE

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Linotype 10 *pt.* SCOTCH NO. 2

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Monotype 12 *pt.* BEMBO

In addition to their more or less permanent acquisitions, most of the provincial galleries hold annual exhibitions of contemporary pictures. To these exhibitions artists are encouraged to send their works by the promise of the purchase of some of them for the permanent collections. Such has been, during the last generation, the limit to *he responsibilities the city has felt towards its own*

Monotype 10 *pt.* MODERN EXTENDED

In addition to their more or less permanent acquisitions, most of the provincial galleries hold annual exhibitions of contemporary pictures. To these exhibitions artists are encouraged to send their works by the promise of the purchase of some of them for the permanent collections. Such has been, during the last generation, the *limit to the responsibilities the city has felt*

Intertype 10 *pt.* GARAMOND

In addition to their more or less permanent acquisitions, most of the provincial galleries hold annual exhibitions of contemporary pictures. To these exhibitions artists are encouraged to send their works by the promise of the purchase of some of them for the permanent collections. Such has been, *during the last generation, the limit to the*

Intertype 10 *pt.* BODONI

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Intertype 11 *pt.* SCOTCH

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Intertype 11 *pt.* CASLON

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Monotype 11 *pt.* FOURNIER

In addition to their more or less permanent acquisitions, most of the provincial galleries hold annual exhibitions of contemporary pictures. To these exhibitions artists are encouraged to send their works by the promise of the purchase of some of them for the permanent collections. Such has been, during the *last generation, the limit to the responsibilities the*

Monotype 11 *pt.* BASKERVILLE

In addition to their more or less permanent acquisitions, most of the provincial galleries hold annual exhibitions of contemporary pictures. To these exhibitions artists are encouraged to send their works by the promise of the purchase of some of them for the permanent collections. Such has been, during the last generation, the *limit to the responsibilities the city has felt to.*

Monotype 11 *pt.* DIDOT

In addition to their more or less permanent acquisitions, most of the provincial galleries hold annual exhibitions of contemporary pictures. To these exhibitions artists are encouraged to send their works by the promise of the purchase of some of them for the permanent collections. Such has been, during the last generation, the limit to the responsibilities the city has felt towards its *own citizens—that of providing works of art in a museum*

Monotype 11*pt.* POLIPHILUS and BLADO italic

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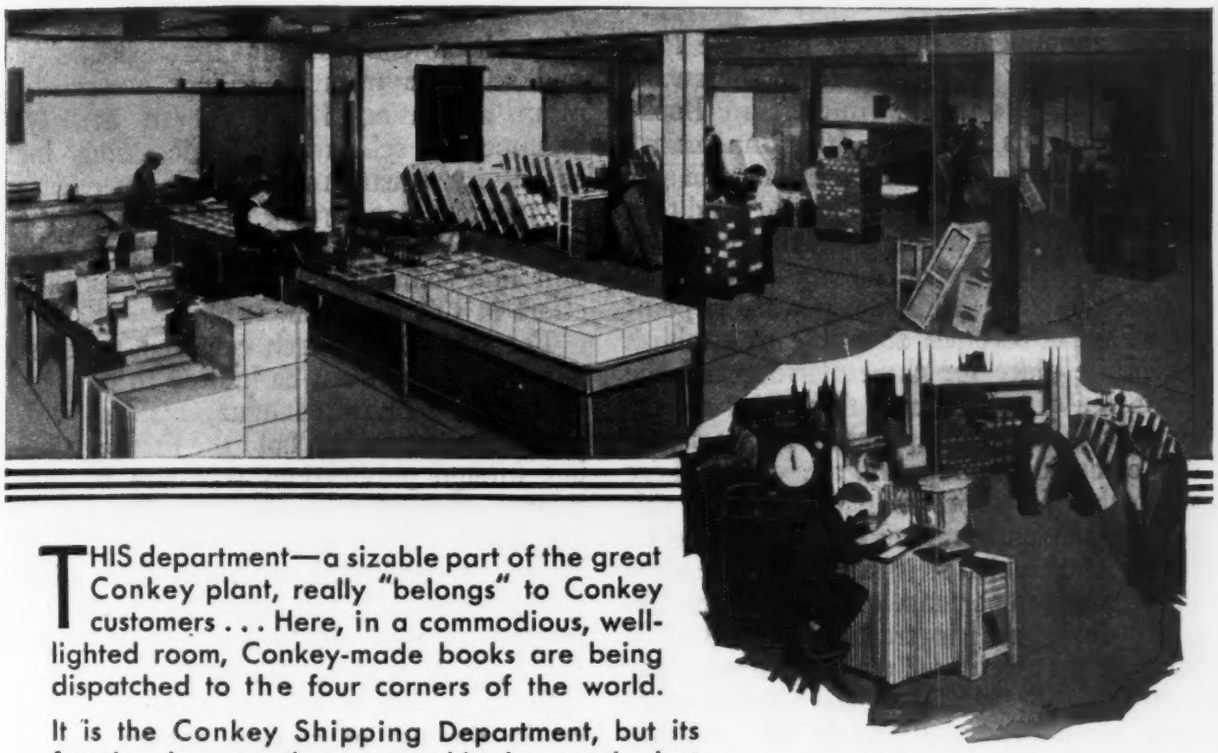

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Books on Bookmaking

Dr. Hellmut Lehmann-Haupt

Curator of Rare Books in the Library of Columbia University and Instructor in Book Production

IN announcing this new page the *Publishers' Weekly* referred to the awakening of scholarly interest in Bookmaking in this country. It is unnecessary to describe the growth of interest in the physical appearance of the old and the modern book. The most striking evidence is the steady output on the market of books on the subject. This has reached a point at which it becomes advisable to establish a definite place for the reviewing and the recording of such issues. The very fact of this increase of new literature makes a process of critical elimination advisable. There will, therefore, probably develop on this page a tendency rather to concentrate on a few items which seem to me to have some outstanding importance or else to be particularly inadequate in treatment and I shall not attempt a balanced attention upon every item coming up in the field. On the other hand completeness at least in the recording shall be aimed for hereafter. The collaboration of publishers of books on the subjects concerned is, therefore, essential and information about forthcoming issues and of review copies will be greatly appreciated.

It should be said from the outset, that here a clear distinction will be kept from the literature about Book Collecting, Rare Items, Bibliophily and similar subjects which will be dealt with in other columns of *Publishers' Weekly* in the usual way which has proved successful for a long time. Occasionally, however, reference will be made to books of such groups when they have something to say about Book production.

A point of principal importance must be emphasized. There is a tendency among the persons practically interested in the making of books—be they publishers or printers—to consider a scholarly interest in the history and the development of the book as some kind of private hobby among collectors, amateurs of "Fine Printing" and possibly interested librarians. It will be one of the main attempts of this page to interest the practical man in the science of his trade, to convince him that scholarship and scientific research do not necessarily mean separation from modern activity. inasmuch as scholarly attitude stands for objectivity, broadmindedness, independence in judgment, comprehensiveness and the joy in original sources and documents, he will find some very real benefit from any effort in this direction.

For the sake of such comprehensiveness our interest will not be limited to publications in the English language. These will, as a matter of course, hold the first position, but foreign publications will also be considered when they contain contributions in English, or when dealing with English or American conditions, or when their illustrations are sufficient either in number or interest, to make the book worth while for the English reader. Thus, it may gradually be possible to conquer a certain timidity in the use of foreign publications, a frequent occurrence but a positive hindrance in scholarly work.

At the end of our list the reader will find listed a number of Booksellers' Catalogs, which deal either entirely or at least mainly with publications about some phase of book production. This, it is hoped, will be welcomed in such a column.

With its seventh volume "The Fleuron"* comes to an end and it evokes a rather depressing feeling to see the splendid work terminated. Here was a publication which by taking its own ideals for granted, did more to bring about a sincere, matter-of-fact and yet most inspiring attitude towards printing, than many a comprehensive and elaborate volume. There was never any intention to issue more than 7 volumes of this publication, from which "nobody ever made a penny profit."

The volumes were intended above all for the practical printer and the setting up of "A normally high standard of craftsmanship." However, we find the further state-

*"The Fleuron." A journal of Typography. Edited by Stanley Morison. No. VII and Final. Cambridge, University Press 1930.

ment, that "The Fleuron, as a journal of typography, gave an honored place to the private press book and the commercial limited edition, but it has not regarded these categories of printing as necessarily the supreme good in printing."

As a final summing up of these principles and a direction for the future reader of "the Fleuron," Stanley Morison, the editor, has once more said his say in an article of the seventh volume, entitled "First principles of Typography." The readers of *Publishers' Weekly* have been privileged to have an advanced printing in the issue of Nov. 1, 1930 of this remarkable document of deliberate self restriction.

Constant consideration of what the editor aimed for is evident from every contribution to these volumes. But what could be done within these apparently narrow limits becomes evident when glancing over the index of the seven issues, attached to the final volume. One realizes, thanks to this index a complete handbook of typography has been given to us, which answers many important and many minor questions in a fashion that is always up-to-date and competent.

The seventh volume, which has already been presented to the readers of this journal in a short review in the issue Nov. 8, 1930, displays all these virtues once more in a brilliant manner. The volume is sparkling with interest on every single page.

There is an article on "Typography in Holland" by J. van Krimpen, the distinguished designer of the "Lutetia." We are used to listen rather patronizingly to what an artist has to say about his own work. Van Krimpen's article is an outstanding exception to this rule. What he has to tell about Dutch printing is actually a critical resumé of the entire modern situation. He is particularly opposed to what he calls the "modern Incunabula," and the limited possibilities of the 15th century example. He recognizes the historical importance of the movement and freely appraises Dr. Enschedé's research work. But he emphasizes the greater readability and progressiveness of the 16th to the 18th century printer. That this, however, does not mean an invitation for another deluge of "Period Printing" is evident from what he sets down as the most needed in present day typography: "carefully produced editions for reading and utility, which even if they show that their printer has preferences for some period or other of the past, yet bear the characteristics of their twentieth-century origin."

Paul Beaujon's article "Eric Gill; Sculptor of Letter's" is a very enthusiastic and cleverly-written contribution, particularly welcome for the amount of actual information on Eric Gill's work. There is a careful and understanding study of the philosophical and religious background of an artist, who with exceptional concentration has aimed to make all his work "fragments of one great coherent confession." There are interesting details about the training of this "technically brilliant stonecutter who has been trained by a calligrapher."

We learn about his work for the "Insel-Verlag" during that splendid period of prewar publishing, when Germany rapidly absorbed and developed what she had learned from English artists and printers.

The most fascinating part is the account and first showing of the "Perpetua," in itself an excellent piece of printing. It must be hoped, that the further use of this type, which is easily accessible to any English Printer who uses Monotype composition, will justify Paul Beaujon's prophecy: "Mr. Gill's type faces, as produced by the Lanston Monotype Corporation, will bestow beauty and distinction upon books which he will never see.

In the article on Heinrich Holz another great type designer writes for the "Fleuron." Rudolph Kock, the designer of "Eve" and "Kable," speaks not about his own work, but about the delicate and charming contributions of a fellow artist of the group gathered around the Klingspor Foundry in Offenbach.

In his article "An unacknowledged movement in Fine Printing, The Typography of the Eighteen Nineties" A. J. A. Symons displays from a new viewpoint a period not far behind us in point of time, but quickly forgotten to memory. The recent critical attitude towards the work of William Morris has cleared the path for this estimation of movement characteristic and often charming in itself, but perhaps not of vivid importance in its bearings upon our present production.

Dr. Hans Mardersteig, the founder of the modern "Officina Bodoni," who has been entrusted with Bodoni's printing

equipment as it has come down to our age, has set up a remarkable example of what can be done with old material in a modern spirit. Friedrich Ewald's article on the "Officina Bodoni" is therefore interesting as an account of the pervading influence of this press upon modern printing and publishing.

D. B. Updike. finishes the group of editorial articles with an inspiring account of Thomas Maitland Cleland's work. One is gratified to find the author of "Printing Types" in such a significant and well-deserved place among the contributors to the "Fleuron."

There follows a number of "Footnotes to Book Production" by various authors, and, of particular interest to the printer, some "Type Reviews." The student in turn will be interested in some extremely frank and critical book reviews which should be taken seriously despite their occasional tone of amused bewilderment.

The following list of titles is a summing up of items, which have already been mentioned in former issues of *Publishers' Weekly,* and are repeated to clear the way for new items to be listed in the next, Book Making issue.

E. Miriam Lone, "Some Noteworthy Firsts in Europe During the Fifteenth Century." New York, Lathrop C. Harper, 1930. Reviewed in *Publishers' Weekly,* No. 22, Nov. 29, 1930.

This is an interesting attempt to apply a comparatively recent collecting viewpoint, namely that of the "First Edition," to a widened range of "Firsts" in the history of book production. For the student of printing history the volume is more interesting for its synopsis of viewpoints, showing the gradual transition from manuscript production to the printed book, than the actual accumulation of dates, which may have to be changed any moment if new discoveries turn up.

Paul Johnston, "Biblio-Typographica." A survey of Contemporary Fine Printing style. New York, Covici Friede, 1930. Reviewed in *Publishers' Weekly,* No. 23, Dec. 6, 1930.

Stanley Morison, John Bell, 1745-1831, Bookseller, Printer, Publisher, Typefounder, Journalist, etc., Printed for the author at the University Press, 1930. 300 copies for sale. Reviewed in *Publishers' Weekly,"* No. 23, Dec. 6. 1930.

Douglas C. McMurtrie, "Early Printing in Milwaukee," published by the Wisconsin Cuneo Press of Milwaukee, 1930. Reviewed in *Publishers' Weekly,* No. 16, Oct., 18.

Booksellers' catalogs on Book Production.

International Antiquariaat, Singel 364—Amsterdam C, Holland. Catalog 50. Fine and Old Modern Printing, including Special Bodoni items.

Otto Harrassowitz, Querstrasse 14, Leipzig 698, Germany Bucker-Katalog 428. Bibliographie, Buch-und Bibliothekswesen, Buchgewerbe und Buchdruck, Buchhandel.

Simmel & Co., Leipzig C 1, Ross-Strasse 5/7, Germany Fachkataloge 253. Bibliographie, Buch-und Schriftwesen.

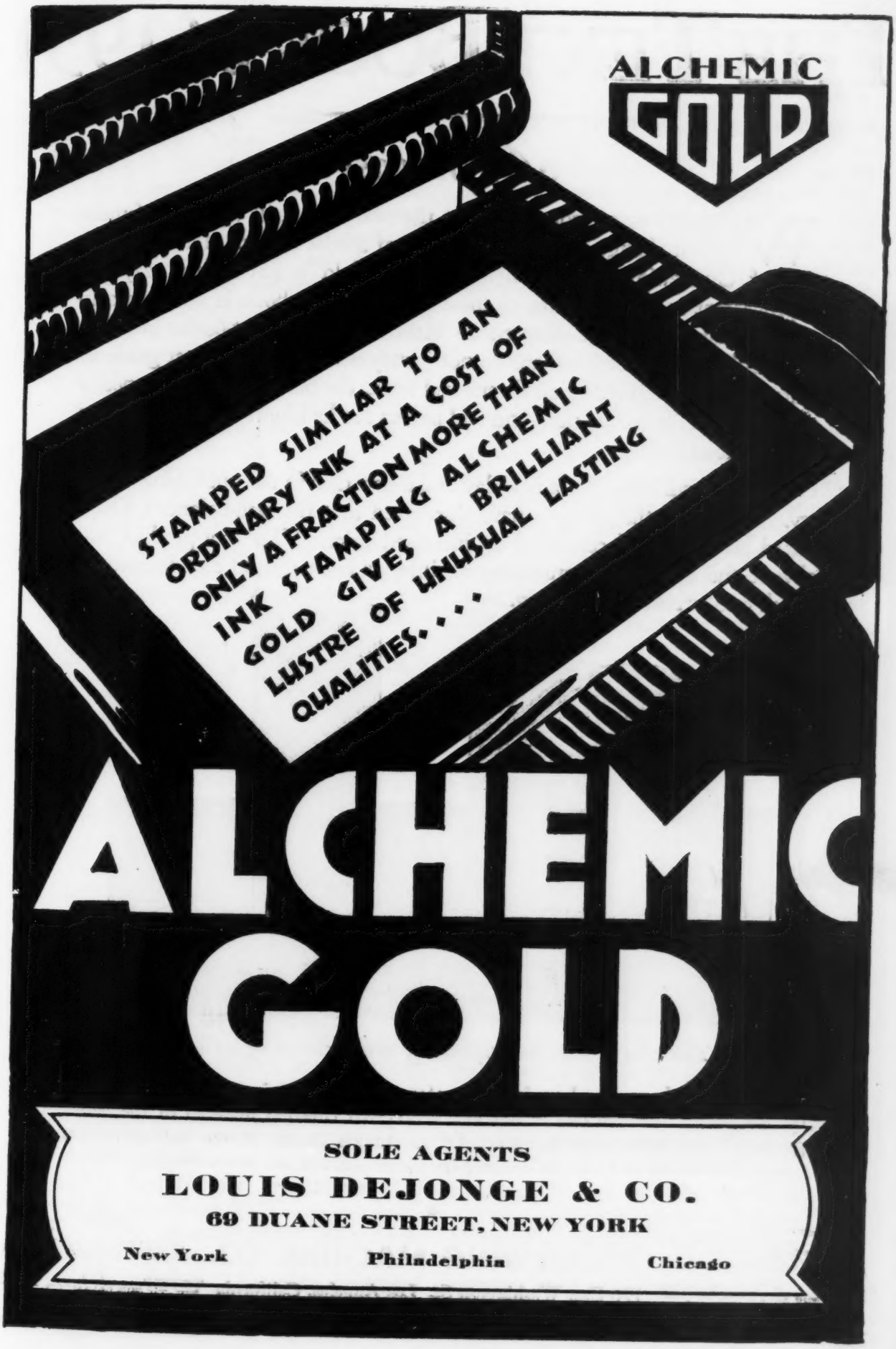
Grafton & Co., Coptic House, 51 Great Russell Street, London, W. C. 1, England. Catalog No. 90—Printing, History and Practice; Catalogue No. 83—

Books about Books (Supplement included in Catalog No. 86).

Tondeur & Sauberlich, Georgiring 3, Leipzig Cl, Germany, Catalog Nr. 43—The Book, Its Production and Its Use.

Maggs Bros., 34 and 35 Conduit Street, London W. 1, Eng. Catalog 542—The Art of Writing, 2800 B.C. to 1930 A.D.

Hanns Wolff Antiquariat, No. Furstenstrasse 22, Munich, Germany. Katalog 11, Part I, Moderne Buchkunst und Erstausgaben.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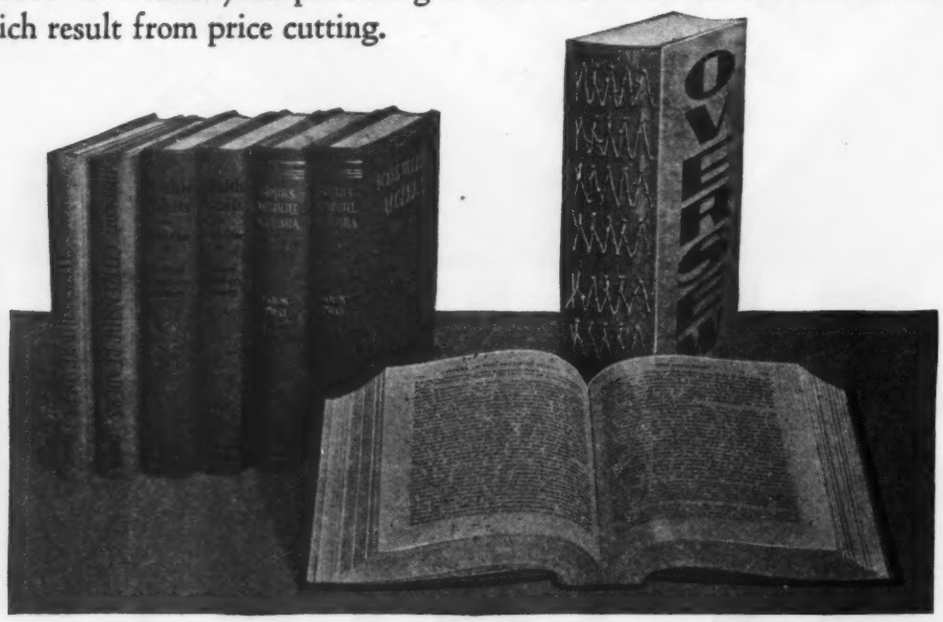
THE TEXT BOOK *of* 1931

A Forecast

WE VENTURE TO FORECAST that the year 1931 will witness a fundamental change in the construction of school books. The introduction of Oversewing into the new text-book field is paving the way for improvement in every feature of these new texts. A book is no more substantial than its sewing. Experience with present day text-books indicates that inadequate sewing methods do not justify the use of the better grade of materials. In engineering an Oversewed book, the binder can safely specify the most durable board, cloth and end papers for he knows he is building on a secure foundation.

Oversewing will introduce a new day and a new deal in the publishing industry. Leaders in the industry have discovered that the well-balanced, Oversewed text-book will command an increased price. This new product will obviate the necessity of producing an inferior book due to cost limitations which result from price cutting.



These new "models" reflect the achievement of an ideal

The volumes above are done in the preferred manner—using Oversewing, heavy binders' board, guarded end papers and waterproof covering material of the better grade. These books were manufactured as samples in one of the leading edition binderies to meet the demand for better construction in text-books.

•

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"Colophon" Completes Year

THE *Colophon,* under its triple editorship, closes its first year with a fine number. There is an article by Alfred W. Pollard, all of whose pronouncements on collecting and bookmaking are worth-while. His article is entitled "Reminiscences of an Amateur Bookbuilder." Equally welcome is the contribution from Francis Meynell, founder of the Nonesuch Press, the most successful of modern fine book publishers, whose subject is "Some Collectors Read." This article is accompanied by a dozen reproductions of typical pages of Nonesuch books printed by the Curwen Press. An historical article for the lover of good bookmaking is "A Sermon on Space" by David Greenhood, printed by Helen Gentry of San Francisco. The collecting interest of the magazine, which always balances the bookmaking interest, has several items of importance, including an especially interesting one, "The First Seven Years" by Edwin Arlington Robinson, which has an initial letter by Rockwell Kent.

The binding of *The Colophon* has always been one of its most attractive features, each issue being printed on vellum paper. The one of this fourth issue is in some ways the most striking. The design takes the tone of a Children's Book Week poster, an excited boy absorbed in a thriller which he has taken from father's bookshelf.

The publishers announce that they are beginning optimistically on their second year and have had very good reassurance from the response to the first notice to subscribers that the new cost would be $15 a year. The first year the limited edition of 2000 sets was oversubscribed by 600, and the complete sets are bringing about $40. The new price will still not make the magazine self-supporting with its expensive form of production, but its sponsors believe that by another year when prosperity returns to the country this difficulty will be finally solved.

Progress in Training for Graphic Arts

VOCATIONAL training in the graphic arts was the keynote of the December meeting of the American Institute of Graphic Arts at the Art Center in New York. The directors of four of the most outstanding organizations in this field were the speakers of the evening. Fred J. Hartman, Director of Education of the United Typothetae of America, spoke on "The National Plan of Printing Education," D. Gustafsen, Professor of Graphic Arts at Carnegie Institute of Technology, gave a summary of the courses on the graphic arts under his supervision, Otto Fuhrmann, Director of the Division of Graphic Arts of New York University, outlined the courses at N. Y. U., and John Clyde Oswald, Director of the New York Employing Printers' Association, gave an enthusiastic talk on "Training Workers Within the Industry."

One of the interesting points made by Mr. Hartman, which was reemphasized by the other speakers, was the higher educational requirements for entrants into the printing field. Mr. Hartman said that the majority of printing houses all over the country today gave preference to applicants who were high school or college graduates, and that eighth grade graduates were given little or no encouragement to become printers. He felt that this was a significant index to the progress of the industry and that it had helped to solve the unemployment problem, as far as the printing field was concerned. "It is a well-known fact," Mr. Hartman said, "that printing has suffered less than any other industry in the present unemployment situation. Figures gathered for various industries for October of last year compared to October of this year show that the number employed in the printing field is but 5 per cent below that of last year, while the

number employed in other industries is 20 per cent below that of last year. And the reason for that is that the boys who intend to enter the printing field do not leave school until they have graduated from high school, some taking special printing courses thereafter and some entering college. This is one of the theories accepted quite generally by economists—if you can keep boys in school, the industry won't become overcrowded." All the speakers called attention to the vast amount of literature on printing available to the student of the graphic arts as an essential part of his supplementary education.

Types for Advertising Purposes

A YEAR ago those printers who make a specialty of setting copy for advertising agencies, were discussing the possibility of producing a number of types which they were expected to carry in stock. So rapidly had the number of good fonts increased that these printing houses were finding great difficulty in meeting the specifications of advertising agents without being swamped with the type supply on hand. They figured out at their conference that 40% to 60% of the types in the modern advertising and composing room were little used and might be regarded as obsolete. The suggestion was made that relief might be found by organizing a national board to meet periodically and review type faces as issued and report their findings as to legibility, beauty and suitability for advertising use. Accordingly a group called the "National Board of Printing Type Faces" came together. This Board met in Washington with a representative of the Government's Division of Simplified Practice of the Department of Commerce. After many meetings the work of the Board had begun to take fairly definite form. The Board is not concerning itself with the economic problem involved in stocking too many types, leaving that to the printing houses themselves, but the existing types have been carefully considered and a list of recommendations has been drawn up. These types, in the opinion of the Board, are basically good in design and legibility and may reasonably be expected to be found in the stock of a printing shop well equipped for advertising typography. This list is as follows:

ROUND SERIF FACES
(So-called Oldstyle faces)

Caslon Family
Bookman or Oldstyle Antique
Century Family
Garamond and Garamont
(Oldstyle and Bold)
Granjon
Lutetia
Poliphilus And Blado
Goudy
(Oldstyle and Bold)
Italian Oldstyle
Kennerley
(Oldstyle and Bold)
Cooper Family
Les Cochin
Nicholas-Cochin
(Oldstyle and Bold)
Baskerville
Forum Title
Astree
Eve
(Oldstyle and Bold)
Estienne Old Face
Cloister
(Oldstyle and Bold)
Goudy Modern and Open

FLAT SERIF FACES
(So-called Modernized Oldstyle Faces)

Bodoni
(Book, Regular, Bold and Ultra)
Scotch Roman
Bernhard
(Roman, Cursive)
Narcissus

SANS SERIF FACES

Futura
(Light, Medium and Bold)
Kabel
(Light and Bold)
Bernhard Gothic
(Light, Medium and Bold)
Regular Gothic
(Not Condensed or Expanded)

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MAKES COVERS SAY *"ATTENTION"*

Bookmaking

THE book and printing industry in October operated at a rate slightly above the September rate, and around 9% below the October rate, 1929, says a release from the Chamber of Commerce of the United States. The information available indicates there was no important change in November.

Newspaper printing in October maintained the level, not far from its level in 1929, which it has held for a number of months, in the case of this industry the 1929 level being somewhat below the 1928 level.

In both paper and pulp, operations have been recently so balanced that production runs fairly close to demand. Total production of paper in 1930 has been about 9% below 1929, and production of pulp about 5% below. In newsprint, paperboard, wrapping, writing, and tissue papers, average daily production in October was larger than in September. October production of pulp was 6% over September, with mills at 74% of capacity as against 86% in October, 1929, and 83% in October, 1928.

Inventories at mills have been slightly increased during the fall, but not to an abnormal degree. Merchants' inventories on November 1 were 15% lower than on January 1, and considerably below the figure for any date in 1929.

Protection of Type Design

THE sponsorship for better American protection for artistic designs is now being pushed by an organization called "The League for the Suppression of Design Piracy." This group held a luncheon meeting on November 25th, at which Henry D. Williams, author of the bill and Chairman of the Patents Committee of the American Bar Association, spoke. This bill, which has been largely urged by silk manufacturers, would be equally important to type foundries and would lead to the protection of foreign types in their American reproduction and American types in their foreign reproduction, a gain devoutly to be hoped for. There has come to be a callousness in both Europe and America that cannot be cured merely by discussion of trade ethics. It needs a law.

Precious Books for Fuel

LAKESIDE PRESS in the new building on the lake front, Chicago, was host to Rockwell Kent on December 5th in honor of the completion of the big "Moby Dick" which the Press had just sent off to subscribers. George Palmer Putnam, publisher of Kent's later "N. by E." was also present.

Mr. Kent expressed his belief that "Moby Dick," as one of the five or ten great books of all times, was deserving of all the attention which it had received in the Lakeside Press Limited Edition.

After the dinner, C. G. Littell of the Donnelley organization, who is himself an insatiable book collector, invited the guests to the library where they could toast their shins before a four thousand dollar fire. Into the blaze went all the overmatter and inbound sheets of the four beautiful books that the Press recently issued, thus limiting to exactly one thousand copies each of the volumes. In the exhibit gallery the original drawings were on display.

On the following day, Mr. Kent and Mr. Putnam were guests of the Society of Typographical Arts of Chicago.

As to Jackets

JUST how much money the publisher of fine library editions should put into his jackets is an open question, but at least the opinions gathered from readers by the publishers of the Nonesuch books are interesting. They invited the buyers of their books to comment on the question of wrappers, and out of nearly 500 who voted, 212 voted for plain glacine wrappers; 164 for slip-in plain cases; 48 for slip-in fancy cases; 35 for plain jackets; 20 for decorated paper jackets. "These votes," write the publishers, "make it clear that the outer cover of the book is regarded mainly from the utilitarian point of view and not as an embellishment."

The problem of the fine edition is, of course, different from that of the trade book because the jacket on the trade book is a sales medium as the book stands on the counter, bringing its message and appeal home to the passerby. Such a situation does not exist in the case of the finely printed book, which is seldom on display.

Vide et crede.

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Some New Bookmaking

THE first book for children that comes to hand with a 1931 imprint is a striking volume of travel talks and pictures called "The Twins Who Flew Around the World," a quarto written and illustrated by Holling C. Holling and published by *Platt & Munk*. The pictures are in many colors and very successfully reproduced in offset. The striking jacket has been used, also, for the cover design.

A very successful example of the use of the newer black types used in bookmaking is shown in "Constantine the Great" by George Phillip Baker on the *Dodd, Mead* list. The page of the book has been carefully designed with marginal notes and many hand-drawn maps. The book was made by Quinn & Boden and bears their imprint. Books made as carefully as this should all bear the credit line of the printer so that the trade and the public will become steadily more interested in the making of books.

Alfred A. Knopf, Inc. handles most successfully the manufacture of "The Letters of Hans Von Bülow" in an attractive octavo. The title-page, which contains altogether about fifty words, was, indeed, a problem, and it has been successfully achieved. The paper, credited to the S. D. Warren Company, is particularly pleasing, and the large octavo book flows comfortably through the fingers.

The *Marshall Jones Company* of Boston is proceeding with its uniform edition of the books of Ralph Adams Cram, and this month adds "Impressions of Japanese Architecture," originally published some twenty-five years ago by Baker & Taylor.

The little book of poems from *Liveright*, "And I Shall Make Music," is a carefully planned volume whose make-up is a credit to the firm. The title-page is extremely pleasant, with the title in dull red. The yellow lining paper is a happy selection, and the silver and blue binding complete a volume very suitable to its contents.

An unusual full-page use of maps distinguishes "Constantine the Great." Dodd, Mead.

THE BOOK BEAUTIFUL AS A WHOLE

FINALLY, if the Book Beautiful may be beautiful by virtue of its writing or printing or illustration, it may also be beautiful, be even more beautiful, by the union of all to the production of one composite whole, the consummate Book Beautiful. Here the idea to be communicated by the book comes first, as the thing of supreme importance. Then comes in attendance upon it, striving for the love of the idea to be itself beautiful, the written or printed page, the decorated or decorative letters, the pictures, set amid the text, and finally the binding, holding the whole in its strong grip and for very love again itself becoming beautiful because in company with the idea.

8

From "The Ideal Book or Book Beautiful," written by Cobden-Sanderson and printed at The Doves Press, 1900. The present edition is issued by S. A. Jacobs at the Stratford Press, on the occasion of the 30th anniversary of its first appearance

Letters of

HANS VON BÜLOW

to

RICHARD WAGNER COSIMA WAGNER
HIS DAUGHTER DANIELA LUISE VON BÜLOW
KARL KLINDWORTH CARL BECHSTEIN

Edited, with an introduction, by
RICHARD COUNT DU MOULIN ECKART
Translated from the German by Hannah Waller
The translation edited with a preface and notes by
SCOTT GODDARD
19 31

NEW YORK · ALFRED · A · KNOPF · *LONDON*

A recent and interesting title-page

Advertising Inspiration

WALT HARRIS, writing in *Direct Advertising* says: "We can find much inspiration for advertising design and arrangement in the management of the modern fine book, and in the announcements, circulars and catalogs that are used to sell it. Never before have so many well-designed books been published, or books that offer a truer material expression of their text.

"While the printing of books and the printing of advertisements are two departments, yet each verges on the other. Books must be advertised to be sold and that advertising must reflect its product in a most attractive way. The advertising must take on the nature somewhat of the books, and so becomes bookish, but it must also have selling power—simplicity, definite intention and virility. Printers and advertisers may take a leaf from well-handled books, covers, title-pages and text pages, announcements, catalogs and order forms. All these pieces represent great care and thought on the part of the book publishers.

"It is no slight matter to print books that are acknowledged to be beautiful. They do not just happen; nor do beautiful books always have to be of luxurious materials. Many books are now being printed on machine made papers and have paper covers with charming cover designs. These books are of pleasing form and size, contain interesting and well-drawn illustrations, and have handsome clean-set pages. In other words, publishers in this country are now making distinguished looking books out of very simple materials."

Grady Bookbinding Company Expands

THE Grady Bookbinding Company, 216 West 18th Street, New York City. extended its services January 1, 1931 to the complete manufacture of books, in all its branches, including composition, bookbinding, engraving, electrotyping and creative service in both the typography and format. The business,, under the direction of the Grady family, has been identified with the bookbinding trade for two generations. Francis E. Grady, father of the present head of the concern, went into the business forty-six years ago, and both father and, later, son, have been engaged in binding books uninterruptedly since that time. Mr. Grady is well known in the trade, and is a prominent member of both the national and local bookbinders' organization, having taken an important part for many years in labor relations. For many years he has occupied the post of Chairman of the Edition Binders of New York, Inc.

Printers Get Wage Increase

A WAGE increase of $1 weekly, affecting 15,000 union employees in the job printing industry, was voted by the Employing Printers' Association, to go into effect January 1st. The increase comes as a result of the refusal of the unions to forego the provisions of present agreements. The increase will total $750,000 for the coming year, and the contract calls for a similar increase January 1st, 1932. Unions affected are Typographical Union 6, Pressmen's Union 51, Press Assistants' Union 23, Paper Cutters' Union 19, Paper Handlers' and Sheet Straighteners Union I and Mailers' Union 6.

Linotypes for Bookbinders

ONE of the biggest bookbinders in the British Isles has installed two Linotypes—the first composing machines that have ever been used for casting slugs for book-finishing purposes.

The problem was to cut the matrices of sufficient depth to ensure a clean and even impression on leather and cloth alike.

The Model 4 S.M. Linotype, equipped with eight founts of the special matrices, varying in size from eight point to eighteen point, was designed. This machine was delivered last January, and from the very first day of its working it has proved entirely successful.

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THESE plants offer large facilities of the most modern equipment for the complete manufacture of books of all descriptions under one responsibility with out-of-town costs and service equal to New York City.

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PUBLISHERS'
PAPER REQUIREMENTS

Mid-Winter Index, 1931

Quarterly Announcement of New Publications to March 1. Listed by Author, Title and Series

Spring Announcement Index in Issue of March 14

Abdomino-pelvic diagnosis in women. Walscheid, A. J. $12.50 Mosby
Abdullah, Achmed. Veiled woman. $2 Liveright
Abdullah, Achmed, and Baldwin, Faith. Broadway interlude. (Copyright fiction) 75 c. Burt
Abingdon religious texts—college ser. *See* Murphy, Albert John.
Abnormal psychology. Hollingworth, H. L. $4.50 Ronald
About the Lambeth Conference. Heywood, B. $1.40 Macmillan
About Zionism. Einstein, A. $1.50 Macmillan
Academic organization and control. Kirkpatrick, J. E. Antioch Press
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Our new special monthly department on Staple Stock starts with next week's issue. There will be an article on "A Five Dollar Table" by E. Byrne Hackett of the Brick Row Bookshops; an article on the Merriam Dictionary, etc.

The Annual Summary Number will be issued January 24. The issue will contain as usual a table of American Book Production compiled in this office; figures on British Production reprinted from the British *Publishers' Circular;* and the statistics about European book production translated from *Le Droit d'Auteur.* There will also be in that issue tables of Best Sellers for the year, reviews of copyright progress, etc.

In this week's issue we have "One Book Traveler Looks At the South" by Melrich V. Rosenberg.

For the annual Travelers', February 7, Mr. Rosenberg's partner will write "Who Says the Sticks?" a similar study of selling the middle west.

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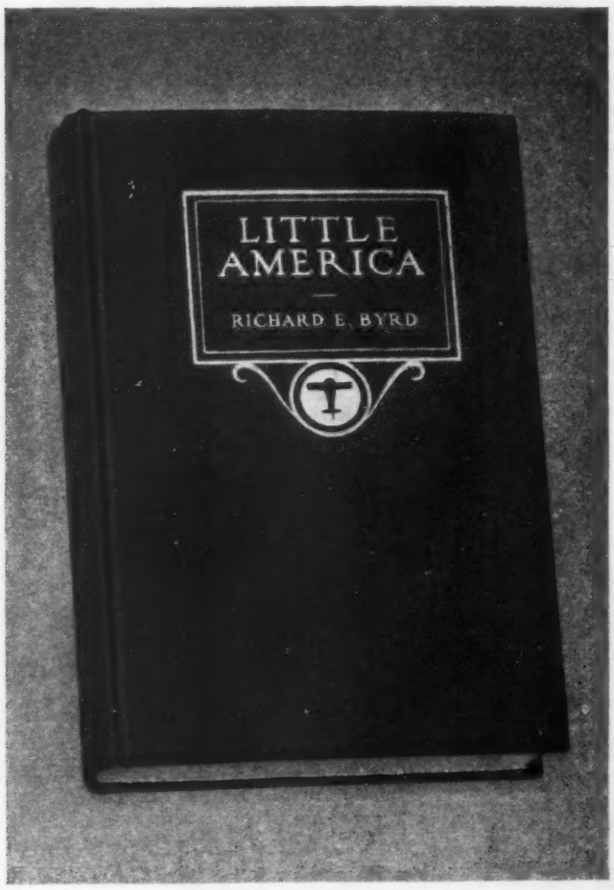

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